

# ADITYA SHUKLA

## Business Analyst

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### PROFESSIONAL SUMMARY

Aspiring Business Analyst with hands-on knowledge of Power BI, Excel, SQL and Python. Skilled in collecting, cleaning, and analyzing data to support business decisions. Capable of building dashboards and reports that present data in a clear and actionable way. Strong understanding of database concepts and a keen eye for patterns and trends. Eager to work in collaborative, agile environments and contribute to data-driven growth.

### TECHNICAL SKILLS

**Languages:** Python, SQL.

**Databases:** MySQL, Microsoft SQL.

**Developer Tools:** Visual Studio Code, GitHub.

**Technologies/Frameworks:** Power BI, Tableau.

**Methodologies/Concepts:** Product Life Cycle, Agile, Waterfall.

**Other Tools:** MS Excel, VBA, Marcos, DAX

### WORK EXPERIENCE

Marketing and Lead Generation Executive | **SackBerry**

Aug 2023 - July 2025

**Tech:** Sales Navigator, Google Sheets, MS Excel

- Collaborate with cross-functional teams to optimize website performance, user experience, and SEO.
- Campaign Management
- Market Research and strategy formation.
- Team Lead.

### PROJECTS

OLA | [link](#)

**Tech:** SQL, Power BI, DAX

- Identified the reason & trend for ride cancellation using SQL queries and sub-queries.
- **Process:** Cleaned and processed the data from multiple sources, and applied SQL queries, visualized the trend using Power BI.
- **Result:** Reduced the cancellation rate by 10% by implementing new strategy.
- Analyzed 103K+ OLA ride bookings (July 2024) to identify cancellation trends and performance insights.
- **Amazon** (Amazon Global Superstore using Power BI) | [link](#)

**Tech:** Power BI, DAX, Excel

- Region and year wise sales performance of different products.
- Year wise sales and profit from different product category.
- Customer & Product Analysis: spotlighting top customers (up to \$8.4K profit contribution) and identifying loss-making products (up to - \$6.6K).

Virat Kohli | [Link](#)

**Tech:** Power BI, DAX, Excel

- Virat Kohli career statistics analysis using Power BI
- Runs scored year by year.
- 100s & 50s trends with strike rate & average.
- Boundary breakdown (4s & 6s)

### EDUCATION

Commerce | AVB Public School, Delhi, India

2018 - 2020

Bachelor of Business Administration and Management | GGSIPU, Delhi, India

2020 - 2023