

Sneha

Shamli, UP

9557843281 | singhsneha1747@gmail.com

in <https://www.linkedin.com/in/sneha-singh-60a356297>

Objective

M.Sc. Data Science graduate seeking an entry-level Data Analyst role to apply skills in data analysis and visualization. Aiming to turn data into actionable insights using Python, SQL, Excel, and BI tools.

Projects

- **Customer Purchase Behavior Analysis (Python, SQL)**
Analyzed transaction data to identify buying patterns, repeat customers, and high-value segments using Python and SQL. Performed data cleaning and EDA and summarized insights to support marketing and retention strategies.
- **Business Performance Dashboard (Power BI / Tableau)**
Designed an interactive dashboard to track revenue, profit, and category-wise performance. Created KPIs and filters to enable management-level decision-making and automated reporting
- **Sales Performance Dashboard (Excel project)"**
Designed an interactive Sales Performance Dashboard in Excel to track monthly revenue, product-wise performance, and regional sales trends. Created pivot tables and pivot charts to analyze sales growth, topselling products, and customer segments. Improved reporting efficiency by enabling slicers and conditional formatting for quick insights and decision-making.

Education

- **Chandigarh University** 2025
Msc. Data science
7.27 cgpa
- **University of Delhi** 2023
Bsc. Physical sciences
8.03 cgpa

Research Topic

- Conducted literature reviews on Topic:Obesity Prediction using smart watches:A comparative analysis of Random forest and XGBoost.
- Analyzed experimental data using machine learning algorithms and prepared reports.
- Created visualizations to present findings for Data Visualization.

Technical Skills

- Programming & Analysis: Python (Pandas, NumPy, Matplotlib), SQL
- Data Visualization: Power BI, Tableau
- Tools: MS Excel (Pivot Tables, VLOOKUP/XLOOKUP, Charts), Google Sheets
- Databases: MySQL
- Concepts: Data Cleaning, EDA, Statistical Analysis, Data Visualization, Reporting, Basic Machine Learning
- Other: Jupyter Notebook, GitHub, Documentation & Presentation

Achievements & Awards

- Google Data Analytics Certificate Coursera, 2024
- NSS(National Service Scheme)Certificate of Appreciation at Kirorimal College,2022