

Vaishali Singh

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SKILLS SUMMARY

- **Tools/Platforms:** MS Excel, Power BI, SQL, Python, MS-Word, MS PowerPoint, JIRA, Tableau
- **Power Skills:** Problem-solving, Analytical Thinking, Storytelling, Detail-oriented, Leadership, Collaboration, Adaptability, Communication

INTERNSHIPS

EClytics Consulting

Jun 2025- Jul 2025

Business Analyst Intern

- Executed **3 HR & Finance analytics projects** using **Python, Excel & Power Service Platform**, improving reporting efficiency by **30%**
- Built **Financial Dashboard** with KPIs (Revenue, COGS, EBITDA), enhancing **financial visibility by 40%**
- Collaborated with **cross-functional teams** to deliver **insights** that improved **decision-making speed by 25%**

PROJECTS

E- Commerce Customer Behavior and Sales Analytics

Nov 2025

- Analyzed **5,000+ e-commerce transactions** using **Python** to study customer behavior and sales drivers
 - Identified **top product categories** and **high-value customer segments**, improving **revenue visibility by 35%**
 - Built **Power BI dashboards** to track sales, customer satisfaction, and delivery trends, boosting insights by **40%**
- Tech: Python, Power BI**

Excel Hackathon – Amazon India Sales Analysis

Apr 2025

- Analyzed 100K+ rows of Amazon India sales data **to identify top-performing SKUs** and regions
 - Built dynamic Excel dashboard using **Pivot Tables, slicers, and charts** for revenue, cost & return analysis
 - Highlighted underperforming high-margin SKUs with ad placement potential to increase conversions
 - Presented insights through a structured PPT with **data storytelling** and business recommendations
- Tech: Advanced Excel, Pivot Tables, Charts, PowerPoint**

Marketplace E-commerce Sales & Performance Analysis using Power BI

Feb 2025

- **Developed interactive Power BI dashboards** to analyze e-commerce performance across Myntra, Amazon, Flipkart, Ajio, and Snapdeal, covering over **59M** total sales
 - **Performed detailed sales, product, and campaign analysis** to identify high-performing products, seller contributions, and ad effectiveness across marketplaces
 - **Generated actionable insights** on growth trends, delivery performance, and operational gaps, supporting data-driven decisions for sales optimization
- Tech: Power Bi**

Data Explore Hackathon – In collaboration with EY

Feb 2025

- Analyzed supply chain data across multiple product categories and marketplaces to identify operational inefficiencies
 - Created custom **measures and DAX functions** in Power BI to calculate **KPIs** such as stock turnover, delivery delays, and category contribution
 - Designed interactive dashboards with filters, KPI cards, and visuals to track fulfillment performance and pricing gaps
 - Delivered **actionable insights** to improve inventory planning and reduce stockouts across marketplaces
- Tech: Excel, Python, Power Bi**

CERTIFICATES

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|--|----------|
| • Strategic Management - The Competitive Edge (NPTEL) | Nov 2025 |
| • Career Essentials in Data Analysis by Microsoft and LinkedIn | Jun 2025 |
| • Introduction to Data Modelling for Power BI video course | May 2025 |
| • SQL Fundamentals for Data Analysts | Feb 2025 |

ACHIEVEMENTS

- **Secured 1st position** at Protoverse 2.0 for developing **EcoMess**, a tech-enabled prototype reducing hostel food waste through data-driven meal planning, **awarded ₹15,000** for innovation and sustainability impact

EXTRA-CURRICULAR

- Data Head in Mega Marketeer Student Organization
- Coordinated event in International Conference on Ensuring Excellence at Workplace for Gen Zs
- Participated in Inter Hostel Sports Competition

EDUCATION

- | | |
|---|-----------------------|
| • Lovely Professional University | Phagwara, Punjab |
| Master of Business Administration – Business Analytics 8.33 cgpa | Since Aug 2024 |
| • Institute of Chartered Accountant of India | Haridwar, Uttarakhand |
| CA Foundation | Jul 2021 – Feb 2022 |