

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

- 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