

DEVANSH VATS

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Ghaziabad, Uttar Pradesh, India - 201001

PROFESSIONAL SUMMARY

Analytical and detail-oriented **Data Analyst** (PGDM Business Analytics) with a strong foundation in **quantitative analysis** and **regulatory compliance concepts**. Highly skilled in working with **multiple complex data sources**, detecting **data anomalies**, and supporting analytical and reporting processes using **SQL, Python, Excel, Power BI, and Tableau**. Proven ability to collaborate with internal teams and senior decision-makers to enhance analytical and reporting requirements, ensuring data integrity and overall process improvements.

KEY SKILLS AND TOOLS

- **AML & Compliance Fundamentals:** Regulatory Compliance Concepts, Statistical Analysis, Data Anomaly Detection, Process Documentation, Achieving Deliverable Targets. Programming: SQL, Python (Pandas, NumPy, Matplotlib)
- **Data Analysis & Modeling:** SQL, Python (Pandas, NumPy, Matplotlib), Regression, Classification, Clustering Models & visualization: Power BI, Tableau, IBM Cognos Analytics
- **Data Management & Reporting:** Excel (Advanced), SPSS, Data Extraction & Cleaning, Comprehensive Research Report Writing, Stakeholder Management.
- **Visualization & Reporting:** Power BI, Tableau, IBM Cognos Analytics, Dashboard Development, Presentation Skills.

EDUCATION

- **Post Graduate Diploma in Management (Business Analytics & Marketing)**
Lloyd Business School | 2024 – 2026 (Pursuing)
- **Bachelor of Commerce**
Delhi University | 2021 – 2024 | 70%
- **Intermediate (Class 12) – CBSE | 80%**
- **High School (Class 10) – CBSE | 76.2%**

INTERNSHIPS

Business Analytics Intern

Sanmit Technologies | June 2025 – August 2025

- Applied quantitative research methods, including **regression, classification, and clustering models**, on international sales data to **detect market patterns and anomalies**.
- Gathered, cleaned, and extracted data from **multiple complex data sources** (web reports, articles, research databases), ensuring data integrity for subsequent analysis using **Python and Excel**.
- Developed interactive dashboards in **Tableau and Power BI** for stakeholder presentations, supporting analytical and **reporting processes**.
- Analyzed economic, environmental, social, legal, and technological factors to determine market characteristics, similar to a comprehensive regulatory analysis.

Team Head, G20 Summit India

September 2023 – October 2023

- Led a team of **12 volunteers**, managing event operations and logistics for **high-profile delegates** (September 2023 - October 2023).
- Coordinated communication between **ambassadors and organizing committees**, ensuring smooth event execution.

Digital Marketing Team Leader

Collegetips.in | June 2023 – August 2023

- Directed data-backed marketing campaigns, utilizing analytics tracking and SEO optimization, resulting in a **15% increase in website traffic** and **25% increase in social engagement**.
- Managed content strategy and analytics tracking to enhance campaign performance and potentially support list/lead generation efforts.

CERTIFICATIONS

- **REDBULL**: Certification in Internal Data Analytics
- **Mahsa University Malaysia**: Principles of Blockchain, AI & Fundamentals of Global Trade (9hour Module)
- **V.V. Giri National Labour Institute**: Certified in Quantitative Data Management and Analytical Writing
- **Research Paper Presentation**: “Generational Shifts in Fintech,” GL Bajaj Institute of Management.
- **EY AI Skills Passport**: Certified in foundational Artificial Intelligence skills, including AI ethics, machine learning concepts, and real-world AI applications (2025)

LIVE PROJECT

Market Research Intern - Dabur India Pvt. Ltd.

- Extracted, cleaned, and **segmented large consumer datasets**; performed cross-tabulation and statistical analysis to identify patterns and anomalies in consumption (similar to transaction analysis).
- Analyzed macro and micro environmental factors, providing a comprehensive view of factors impacting market share and sales analysis.
- Conducted extensive competitor and market trend analysis using both internal and external sources.
- Created comprehensive research reports and presentations, delivering daily updates to senior decision-makers and marketing heads.

Power BI Intern – Celebal Technologies.

- Partnered with cross-functional teams to ensure data-driven insights were effectively implemented, **enhancing analytical and reporting processes** and client outcomes
- Wrote **concise research reports** summarising analytical findings and suggested actionable improvements for senior management, addressing potential data gaps.
- Prepared interactive dashboards and daily progress updates (**Power BI**) for the project manager and stakeholders to track milestones.
- Conducted secondary research and data extraction from web reports to identify best practices and benchmark metrics.