

Shweta Bisht

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PROFESSIONAL SUMMARY

Entry-level Data Analyst skilled in SQL, Excel, Power BI, and Python with hands-on experience in data cleaning, reporting, dashboard development, and visual storytelling. Academic background in Bioinformatics with practical exposure to real-world projects. Adept at drawing actionable insights and supporting business decisions through data analysis. Actively seeking data analyst roles in fast-paced environments.

EDUCATION

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| Master of Science (Biotechnology) Central University Of Himachal Pradesh | 2022 - 2024 Grade: 80.0% |
| Bachelor of Science (Zoology) Indira Gandhi National Open University | 2019 - 2022 Grade: 73.23% |
| Intermediate (Class XII) Rishabh Public School | 2015 - 2016 Grade: 76.66% |
| Matriculation (Class X) Rishabh Public School | 2013 - 2014 Grade: 7.4/10.0 |

EXPERIENCE

Customer Care Executive August 2024 - November 2024
Teleperformance Mohali, Punjab

- Handled customer queries via live chat with 90%+ satisfaction.
- Managed multiple chats with high accuracy and professionalism.
- Helped reduce escalation rate by 15% through issue documentation.
- Used **basic Excel functions** (filters, sorting, formatting) to prepare customer issue logs.
- Entered and organized **customer interaction data** in spreadsheets and internal CRM tools.
- Created and maintained **weekly chat summary reports** to highlight ticket volumes, common issues, and resolutions

INTERNSHIPS

Digital Marketing Intern December 2018 - June 2019
Grocio Noida, Uttar Pradesh

- Improved website traffic by 20% through SEO (on-page & off-page).
- Optimized Google Ads to ensure ROI-positive performance.
- Conducted keyword & competitor analysis using SEMrush.
- Increased social media engagement by 15% via content scheduling.
- Analyzed campaigns using Google Analytics to refine strategy.

PROJECTS

Amazon E-Commerce Analysis ([Demo](#)) February 2025

- Cleaned and transformed raw sales data using Power Query and Excel.
- Grouped customers by spending category; identified that 85.21% were low spenders.
- Visualized sales performance trends, revealing 2020 as the top revenue year.
- Created dashboards in Power BI to track rewards, customer behavior, and engagement metrics.

Chinook Music Store Project ([Github](#)) ([Demo](#)) January 2025

- Used SQL to extract insights on top-spending customers, invoice distributions, and genre preferences.
- Built complex queries using CTEs and recursion to identify leading music genres by country.
- Analyzed artist popularity and compared track lengths against average durations.

Zomato Restaurant Expansion ([Demo](#)) November 2024

- Cleaned restaurant data and used Excel LookUp functions to fill missing country information.
- Built interactive dashboards with slicers to analyze restaurant distribution across countries and years.
- Identified countries with low competition for expansion using visual and data analysis.
- Recommended cuisines and services (e.g., online delivery, table booking) linked to better ratings.

Convolutional Neural Network and Python-Based Detection of Brain Strokes that leads to Epilepsy. ([Github](#)) September 2023

- Preprocessed 250 MRI brain images and extracted features using DenseNet-169.
- Compared classification models (Random Forest, SVM, CNN); VGG16 achieved 91% test accuracy.
- Highlighted potential of CNNs for faster and accurate medical image-based epilepsy prediction.

CERTIFICATIONS

Tata Data Visualisation: Empowering Business with Effective Insights Job Simulation on Forage - June 2025 TATA Groups ([Link](#)) June 2025

- Completed a simulation involving creating data visualizations for Tata Consultancy Services
- Prepared questions for a meeting with client senior leadership
- Created visuals for data analysis to help executives with effective decision making

Deloitte Australia Data Analytics Job Simulation on Forage - June 2025 Deloitte Australia ([Link](#)) June 2025

- Completed a Deloitte job simulation involving data analysis and forensic technology
- Created a data dashboard using Tableau

- Used Excel to classify data and draw business conclusions

Data Science & AI Certification Program Newton School

October 2024

- Currently pursuing a comprehensive Newton 's Data Science certification program encompassing data analysis, machine learning, statistical modeling, and data visualization.
- Gained proficiency in SQL, Power BI, spreadsheet applications, and statistical methodologies to effectively harness the power of data for informed decision-making.
- Acquiring practical skills to drive data-driven decisions, empowering future endeavors in the dynamic and rewarding realm of data science.

Masters in Digital Marketing Delhi School Of Internet Marketing

June 2019

- Completed a comprehensive digital marketing program covering SEO, SEM (Google Ads), SMM, email marketing, inbound marketing, and web analytics.
- Gained hands-on experience with tools and strategies to drive brand engagement, increase traffic, and deliver measurable campaign results.
- **Skills:** Search Engine Optimization (SEO), Search Engine Marketing (SEM) / Google AdWords, Social Media Marketing (SMM), Email Marketing, Inbound Marketing, Web Analytics

SKILLS

Computer Language: Python

Soft Skill: Communication Skills, Creativity, Critical Thinking, Presentation Skills, Team Building, Time management

Databases & Data Tools: Excel, MySQL, Power BI, Spreadsheet, Tableau

Domain & Business Skills: Analytics

Frameworks & Libraries: Microsoft Office

EXTRA-CURRICULAR ACTIVITIES

Workshops & Certifications in Genomics and Bioinformatics:

- **NGS Data Analysis with DNA Shape and Dynamics**, *JNU* – 2024
- **Binding Free Energy Calculations for Drug Design**, *JNU* – 2024
- **Analysis of NGS Datasets from Bulk**, *ICGEB* – Aug 2024
- **Cancer Genomics with NGS**, *Decode Life* – Apr 2024
- **Basics of Single Cell Analysis**, *Dr. Omics Lab* – Mar 2024

Achievements & Certifications:

- **2nd Prize** – Poster Presentation, International e-Conference on Biotechnology (Eduleviate Pvt. Ltd)
- **2nd Prize** – National Science Day — Science Quiz, Central University of Himachal Pradesh
- **3rd Prize** – *Chitra Abhivyahti* (Art Competition), CUHP Hindi Pakhwada Diwas