Vedansh Tyagi

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PROFESSIONAL SUMMARY

Data Analyst with expertise in SQL, Power BI, and campaign analytics, driving business impact in e-commerce/quick commerce. Proven success in boosting operational efficiency and store activation through data-driven insights.

EDUCATION

Bachelor of Business Administration (Business Analytics) — 2021 - 2024
Chaudhary Charan Singh University, Meerut — Grade: 61.0%

Intermediate (Class XII) — 2019 - 2020
CBSE — Grade: 60.0%

Matriculation (Class X) — 2017 - 2018
CBSE — Grade: 70.0%

EXPERIENCE

Data Analyst — May 2025 - Present
myGINNE — *Noida, Uttar Pradesh, India*

- Built interactive **Power BI** dashboards using APIs to **track key metrics** (orders, revenue, delivery time), enabling real-time decisions across teams.
- Wrote advanced **SQL** queries to **extract**, **transform**, and **analyse** large datasets for operations, marketing, and product insights.
- **Boosted active store participation by ~18%** through analysis of inactive stores and targeted readiness strategies.
- **Improved marketing efficiency by ~25%** by identifying campaign mismatches and optimizing targeting to in-service users.

MIS Executive — July 2024 - May 2025
SV India Udyogtech Pvt. Ltd. — *Rudrapur, Uttrakhand*

- Assisted in the development and execution of sales to drive revenue growth and became a part of **8%** increased revenue.
- Conducted market research and competitor analysis to identify trends and opportunities by researching market reports.
- Utilized Microsoft **Excel** to organize, analyze, and visualize sales data, enabling targeted service offerings to high-potential clients.

INTERNSHIPS

Student Intern — June 2023 - July 2023
BK Enterprises — *Delhi*

- Conducted comprehensive data analysis on supplier selection, customer management, and sales processes, which resulted in a ~10% increase in operational efficiency.
- Collaborated with cross-functional teams to streamline product assembly and distribution channels, enhancing overall business operations.

PROJECTS

OLA Data Analysis (Excel, SQL, Power BI) (Github) — November 2024

- Pre-processed 100,000+ rows of OLA data in Excel, achieving data accuracy and reduced potential errors by **15-20%**.
- Utilized **SQL** queries to extract, transform, and analyze key metrics, identifying ride patterns and customer behavior trends such as - 10% peak in evening rides.
- Designed and developed dynamic **Power BI** dashboards to present actionable insights, enhancing stakeholder decision-making and operational efficiency by using **KPIs** – demand hotspots, driver(s) availability, customer satisfaction scores.

Zomato Restaurant Analysis (Github) — November 2024

- Extracted insights on customer orders and preferences using **Excel** like - 15% weekend surge in orders.

- Improving data accuracy by an estimated **10-15%** through data cleaning and manipulation, saving time on errors.
- Delivered actionable insights by creating user-friendly datasets and optimizing query performance, reducing analysis time.

Netflix SQL project (Github) November 2024

- Conducted SQL-based analysis of Netflix content on a dataset of 100,000 rows to identify trends. Cleaned and optimized large datasets, uncovering insights on viewer engagement, top actors, and subscription trends.
- Generated actionable insights through complex queries like - **60%** of viewing time was spent on content released within the last 2 years.
- Identified top actors and key subscription trends, providing actionable insights that could improve content recommendations and boost audience retention.

CERTIFICATIONS

SQL Advance Certificate Hacker Rank (Link) June 2025

- Learned **Advance SQL**

Professional Certification in Data Science Newton School September 2024

- Learned SQL, Excel, Power BI and performed projects related to E-commerce industry, entertainment. Performed in-depth analysis such as pre-processing, visualization, deriving actionable insights.

SKILLS

Computer Languages: SQL
Data Tools: Power BI
Software Packages: Pandas, Excel, MySQL
Soft Skills: Verbal/nonverbal communication, Team Building, Time management, Decision-making, Teamwork, Critical Thinking, Presentation Skills, Communication Skills
Others: Microsoft Office, Spreadsheet, Analytics

EXTRA-CURRICULAR ACTIVITIES

- Volunteered as a teacher at Nirbhed Foundation NGO from May 2024 to July 2024, provided educational support and mentored underprivileged students.
- Worked as a fundraiser at Marpu Foundation NGO in April 2024, contributed in fundraising initiatives for community development.