# 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**

2021 - 2024
Grade: $61.0\%$
2019 - 2020 Grade: 60.0%
2017 - 2018 Grade: 70.0%

#### **EXPERIENCE**

Data Analyst myGINNE May 2025 - Present 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.
- ullet Improved marketing efficiency by  $\tilde{2}5\%$  by identifying campaign mismatches and optimizing targeting to in-service users.

MIS Executive

July 2024 - May 2025 Rudrapur, Uttrakhand

SV India Udyogtech Pvt. Ltd.

- 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 BK Enterprises June 2023 - July 2023 Delhi

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

# PROJECTS

# 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.
- $\bullet$  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.

## 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.

# 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.

### **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: MySQL, Excel, Pandas

Soft Skills: Communication Skills, Presentation Skills, Critical Thinking, Teamwork, Decision-making, Time management,

Team Building, Verbal/nonverbal communication **Others:** Analytics, Spreadsheet, Microsoft Office

# 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.