

# Vedansh Tyagi

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## PROFESSIONAL SUMMARY

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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

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<b>Bachelor of Business Administration</b> (Business Analytics) Chaudhary Charan Singh University, Meerut	2021 - 2024 Grade: 61.0%
<b>Intermediate (Class XII)</b> CBSE	2019 - 2020 Grade: 60.0%
<b>Matriculation (Class X)</b> CBSE	2017 - 2018 Grade: 70.0%

## EXPERIENCE

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**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, Uttarakhand*

- 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

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**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

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**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

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**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

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**Computer Language:** SQL

**Soft Skill:** Communication Skills, Critical Thinking, Decision-making, Presentation Skills, Team Building, Teamwork, Time management, Verbal/nonverbal communication

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

**Domain & Business Skills:** Analytics

**Frameworks & Libraries:** Microsoft Office, Pandas

## **EXTRA-CURRICULAR ACTIVITIES**

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- 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.