Arshdeep Kaur Wadehra

Growth & Data Analyst

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PROFILE SUMMARY

MBA graduate with IBM Data Analyst certification and Microsoft certifications in Power BI (PL-300) and Data Analysis. Currently working as a Growth Intern at Alphabots, combining business acumen with expertise in data analysis, growth strategies, and customer engagement. Proficient in SQL, Excel, Power BI, and Tableau, with strong skills in data visualization, statistical analysis, and problem-solving. Adept at deriving actionable insights from complex datasets to drive informed decision-making and business growth. Skilled in content writing, email communication, and customer handling, making data-driven strategies more impactful and engaging.

SKILLS

- Languages — SQL, Python, MySQL
- Tools — PowerBI, Tableau, Excel, Jupyter Notebook, DAX, Power Query
- Frameworks/Libraries — Pandas, NumPy
- Technical Skills — Data Analysis, Data Visualization, Statistical Analysis
- Soft Skills — Customer Handling & Relationship Management, Content & Email Writing, Problem-Solving & Critical Thinking

PROFESSIONAL EXPERIENCE

Growth, Alphabots Analytics Pvt. Ltd. — Apr 25 - Present
Growth Intern, Alphabots Analytics Pvt. Ltd. — Jan 25 - Mar 25

- Managed and responded to customer queries via WhatsApp and email, improving average response time significantly and enhancing customer satisfaction – demonstrating strong customer communication skills relevant to stakeholder interaction.
- Conducted product demonstrations for new users and leads, facilitating user onboarding and understanding of platform capabilities.
- Analyzed Google Analytics data to derive insights into user behavior and website performance, informing growth strategies.
- Assisted in designing and optimizing communication workflows through email template enhancements.
- Executed communication campaigns targeting specific user segments.
- Developed written communication materials (blog posts, social media content) for brand visibility, showcasing strong written communication skills.

PROJECTS

Hospitality Analysis - Hotel Chain Business | LINK   **PowerBI | Excel**

Situation- A multi 5-star hotel chain experienced a decline in market share and needed to identify solutions to address this issue.

Task- Develop a comprehensive dashboard to support data-driven decision-making and address the decline in market share.
Action- Analyzed data using PowerBI and Excel to track revenue by category, monitor trends through key metrics, and assess property performance and realization percentages.
Result- Created a detailed dashboard that highlighted various KPIs, including revenue trends and property performance metrics, to aid strategic decisions.

Sales Insights | LINK   **Tableau | SQL**
Situation - A computer hardware business struggled to scale effectively in a rapidly changing market due to a lack of actionable insights.
Task - Developed an automated dashboard to enable data-driven decision-making and enhance strategic planning.
Action - Utilized MySQL to analyze and extract relevant sales data.
Result - Employed Tableau to create visualizations, focusing on week-over-week revenue trends and regional sales performance.

T20 Cricket Analysis | LINK   **PowerBI | Pandas | Python**
Situation - Needed to analyze and determine the optimal 11-player combination for the T20 World Cup 2022 to enhance team performance.
Task - Clean and transform data using pandas in Jupyter Notebook to ensure its accuracy and readiness for analysis
Action - Used pandas to preprocess and clean the data, ensuring it was accurate for analysis.
Result - Created a dashboard in PowerBI to visualize key player statistics, including batting averages and bowling performance, facilitating strategic decisions.

CERTIFICATION

Microsoft Certified: Power BI Data Analyst Associate (PL-300) | CERTIFICATE   **September 2024**

- Developed expertise in designing and building interactive Power BI dashboards and reports to visualize and analyze complex data sets.
- Demonstrated proficiency in data modeling, data transformation, and DAX formula creation to build scalable and efficient Power BI solutions.

IBM Data Analyst Professional Certificate| CERTIFICATE   **July 2024**

- Acquired expertise in end-to-end data analysis, spanning data gathering, data refinement, exploratory analysis, and stakeholder presentation of actionable insights.
- Showcased skills in using Python, SQL, Jupyter Notebooks, and IBM Watson Studio to extract, transform, and analyze structured and unstructured data.

SQL Intermediate from Hackerrank| CERTIFICATE   **Aug 2024**

- Exhibited advanced SQL skills, including writing complex queries with joins, subqueries, window functions, and data manipulation techniques.

EDUCATION

Institute of Management Studies, DAVV, Indore, MP   **Indore, MP**
BBA, MBA | 8+ CGPA