



Shailesh Yadav

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👤 PROFILE

Enthusiastic and results-driven Data Analyst with a strong foundation in data interpretation, statistical analysis, and data visualization. Adept at transforming complex datasets into actionable insights to drive strategic business decisions. Proficient in data querying, cleaning, and modeling using **SQL** and **Python**. Experienced in leveraging data visualization tools such as **Looker Studio(Google Data Studio)** and **Power BI** to communicate findings effectively. Proven ability to collaborate cross-functionally, solve complex problems, and deliver data-driven solutions that enhance organizational performance.

🎓 EDUCATION

2021 – 2023 Lucknow	PGDM Jaipuria Institute of Management, Lucknow Business Analytics
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💼 PROFESSIONAL EXPERIENCE

03/2023 – 06/2023 Lucknow, India	Paytm Team Lead Facilitated strategic meetings with key stakeholders to understand customer needs and develop action plans. Supported sales and reporting team. Improved account management by predicting potential competitive threats and outlining proactive solutions. Trained teams to optimize service delivery in alignment with individual needs to boost customer satisfaction. Analyzed sales reports daily, weekly, monthly basis to draw outcome and provide suggestions.
05/2022 – 07/2022 Lucknow, India	Virtue Analytics SEO Executive (Internship) Worked as an off page & on page SEO Executive. Conducted Keyword Research for the company products to obtain best results through Google ads. Increased company's DA/PA score in terms of organic search results by creating good backlinks. Created content writing for the company's products for blogging. Handled social media accounts of the company and improved engagement by publishing some attractive posts. Generated reports to monitor and analyze website performance, search engine rankings, or domain authority. Collected Relevant data from google for the usage on linkedin sales navigator.

SKILLS

Python

pandas, numpy, seaborn, matplotlib.pyplot : Efficiently able to use above libraries for complete analysis of data.

Power BI / Looker Studio

Able to create interactive dashboards for Presentations.

SQL / Postgres

able to write complex queries for data management.

LANGUAGES

English

Excellent communication proficiency

Hindi

Mother Tongue

CERTIFICATES

Google Ads

During my internship I acquired the certification, while having hands-on experience.

100 days of code

to be acquired Python certification by udemy .

Leadership and Business Acumen

Characterstics of the leader, problem-solving approach etc.

Data Science

to be acquired full scale data science certification(Excel, Python, SQL, ML, AI, Statistics) from DataIsGood.

Python for Beginners

acquired python basics certification by simplilearn.

PROJECTS

Analysis on Global Terror (Python)

Statistical Analysis of Global Terror (Data captured from Kaggle) using Python and Visualizing various plots i.e., count plot, distplot, bar plot etc using seaborn.

Analysis of Boat Campaign

Analyzed Boat campaign on social media platforms. Components which make a campaign successful on social media i.e., influencers, strategy, engagement of the audience etc

github.com/Shailesh123321

to access files.

INTERESTS

- Playing with Numbers
- Python
- PowerBI
- Interacting with People
- Presentation
- Games