

Smriti Jaiswal | Data Analyst

LONDON, UK

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Portfolio: [Smriti Jaiswal -Data Analyst](#)

Results-driven Data Analyst proficient in SAP Business Intelligence, adept at uncovering actionable insights through data analysis and visualisation. Leveraging a keen eye for patterns and trends, I empower organisations to make informed decisions and drive strategic initiatives. Specialising in forecasting sales trends and optimising processes, I excel in transforming complex datasets into clear, actionable recommendations, elevating business performance and driving growth.

Tools

Programming Languages	SQL, Python
Database	PostgreSQL, Microsoft SQL Server
Visualisation Tools	Tableau Public, Power BI
Machine Learning	Linear Regression, Clustering

Data Projects

Data Analysis - CareerFoundry

Sep 2022 – Mar 2024

GAMECO

- Utilised Excel to conduct in-depth analysis of global sales trends, regional sales dynamics, and genre popularity distribution, yielding valuable insights into market dynamics.
- Presented global sales trends from 1980 to 2020 and sales across regions in North America, Europe and Japan and also regions distribution of genres using 15,000 records
- Delivered actionable recommendations to GameCo based on analysis findings, advising on strategic areas for sales enhancement and optimal allocation of marketing resources to maximise impact and drive revenue growth.

SEASONAL INFLUENZA

- Conducted thorough analysis of flu trends across the United States, enabling precision in workforce allocation by recommending optimal staffing levels for each state.
- Formulated and tested research hypotheses regarding mortality rates among age groups, providing insightful observations on the significance and implications of the defined hypotheses.
- Utilised Tableau to visually present analytical findings to senior management, facilitating informed decision-making regarding resource allocation for medical staffing during influenza seasons.

ROCKBUSTER

- Delivered actionable insights to the Marketing department through SQL analysis, informing the launch strategy for a new online video service.
- Performed analysis of Rockbuster's customer base of 30,000 records, including identification of top five customers, top ten countries, rental rates per day, and revenue trends, providing valuable insights for strategic decision-making.
- Provided Rockbuster with recommendations on which areas to focus on to increase video game sales

INSTACART

- Utilised Python to analyse purchasing behaviour and customer profiles, generating actionable recommendations for Instacart to enhance sales strategies.
- Examined the behaviour of various customer groups by analysing their orders from 30 million records from Instacart.
- Provided recommendations on optimising customer behaviour and increasing Instacart sales, facilitating informed decision-making by the sales and marketing teams.

Work Experiences

Polaris Agency, London - Data Analysis Internship

May 2024- June 2024

- Utilised Power BI to analyse the company's and their competitor's data collected by a survey to give ecommerce brands methodical, number based formula to increase SEO market share against the competition

Accenture North America Data Analytics Volunteer **Mar 2024 – April 2024**

- Conducted comprehensive data cleaning, modelling, and analysis across seven datasets, extracting crucial insights into content trends essential for guiding strategic decision-making processes.
- Developed and delivered a polished PowerPoint presentation complemented by a compelling video to effectively convey key insights to clients and internal stakeholders, fostering informed decision-making and collaborative engagement.

Data Analysis Administrator - AIG Insurance **Oct 2019 – Nov 2019**

- Data entry of accurate information from one system to the portal
- Analysed insurance data and entering the relevant data
- Data reports were presented to the higher management to make decisions

Data Entry Administrator - WSP Global **Apr 2019 – Aug 2019**

- Data entry of 3000 landowners information into the portal within SLA of 24 hours
- Data was used to contact one hundred plus land owners to share demolition

Data Process Analysis Volunteer - Oxfam **Nov 2017 – July 2018, Jan-Apr 2019**

- Analysed the complaint management system to provide recommendations for improving the complaint process
- Compared Oxfam's complaint management system with comparable organisations
- Report was submitted to the top management to enable them to make accurate decisions

Onsite Project Lead - IBM, UK & India **Aug 2009 – May 2011**

Client: British Petroleum, London

- Delivered SAP Business Intelligence projects of desired quality and within SLA
- Managed WRM CSD BI system (ticketing activities as well as non-ticketing activities).
- Created reports using SAP BI for business users for making business decisions

SAP BW Consultant - Satyam Computers, India **Nov 2007 – Jul 2009**

Client: Nestle GLOBE

- Resolved SAP BW tickets as per SLA according to the priority of tickets
- Trouble-shooted problems /ticket Resolutions (IMs and RMs raised from EURO markets)
- Responded to the tickets which resolved technical issues within the SAP BW system

Corporate Sales Experience:

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| • Territory Account Executive - Wipro E Peripherals Ltd | Jan 2006 – Mar 2006 |
| • Sales Executive - T.T Enterprises, New Delhi | Jul 2005 – Dec 2005 |
| • Sales Executive - SQL Star International, New Delhi | Jul 2004 – Jun 2005 |

Education

- **Certified Data Analyst - CareerFoundry:** Intense project based training program focused on Excel, SQL, Python and Tableau. 500+ hours of hands on training with guidance from industry leading tutor and mentor
- **Toastmasters Member:** Toastmasters help in practice my public speaking skills
- Marketing MBA from Lucknow University, India
- Bachelors of Arts from MCM DAV College from Chandigarh, India

References for each company is available on request