

SHUBHAM KUMAR

E-2/645 VINAY KHAND 2 ,
GOMTI NAGAR, LUCKNOW
226010

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PROFILE SUMMARY

A marketing professional 1years of experience as Data Analyst. Well versed in data analysis across a variety of products. Experienced in Data reporting and providing a efficient insight through data modeling and data visualization tool.

PROFESSIONAL PROFILE

Current Organization: INTELLIGROW

Current Role: DATA ANALYST AND REPORT ANALYST

Date of Joining: AUGUST 2022 till Present

Key Responsibilities:

- Refining Project Provide customer segmentation recommendations for testing and to improve performance based upon data reporting analysis.
- Delivering multi-channel campaigns across E-mail, web, mobile, and social media.
- Advanced excel, Python, SQL, PowerBi, Data Cleansing and Dashboards Creation.
- Design business analysis and data recording systems for use throughout the department.
- Maintain databases and perform updates as necessary to ensure accuracy.
- Regularly examine data reports to locate and resolve mistakes throughout.
- Accurately analyze and collect data for various types of business reports.
- Create business reports that provide insight into key data points.
- Communicate the results of data analysis in written, graphical and verbal form to managers.

CERTIFICATIONS & TRAINING

- Data Scientist certified from Simplilearn.
- Power BI certified.
- SQL certified.
- Tableau certified

KEY SKILL SET

- **Tools/Technologies:** Google Analytics, Data Studio ,PowerBi and Power Point.
- Advance Excel.

EDUCATION

- Bachelor of Technology**
Babu Banarasi Das Engineering College, Lucknow | 2011-2015

PERSONAL DETAILS

- Father’s Name** : Mr.Jogindra Prasad
- Date of Birth** : 23 April 1993
- Marital Status** : Single
- Languages** : Hindi, English
- Nationality** : Indian
- Permanent Address** : E-2/645 Vinay Khand 2 Gomti Nagar Lucknow, 226010