

Shiksha Sareen

DATA ANALYST– Data Driven Insights, Reporting and Visualization & Regression analysis

✉ sareenshiksha@gmail.com

☎ (+1) 587-255-7555

📍 Canada

in [LinkedIn](#)

🐙 [GitHub](#)

SKILLS

- **Programming Languages:** SQL, R, Python (Pandas, Numpy, Matplotlib, Plotly, Dash, Scikit-learn).
- **Operating Systems:** Windows, Linux, MacOS, iOS, Android, MySQL, SQLite, business intelligence (BI).
- **Software and Tools:** IBM Watson Studio, Jupyter Notebook, Agile, Waterfall, Scrum, Trello, Data wrangling.
- **Data Visualization Tools:** IBM Cognos Analytics, Tableau, Power BI, Looker Studio, Regression analysis.

v

WORK EXPERIENCE

Data Analyst

December 2019 – June 2023

Tabla Sitar Musicals

India

- **Developed and maintained Tableau dashboards**, automating data extraction from sources and creating real-time visualizations, enhancing decision-making speed by **23%** and improving actionable insights from large datasets.
- **Automated routine financial and transactional reporting** processes Power BI and advanced Excel techniques, reducing manual effort by **30%** and improving reporting efficiency by **25%**, enabling executive decision-making.
- Performed advanced **data mining and statistical analysis** using R and SQL, identifying trends and patterns within complex datasets, led to **15% improvement in operational performance** by providing insights to management.
- Designed standardized workflow procedures, optimizing data collection and reporting processes, resulting **12% increase in team productivity** by reducing interventions and improving communication across departments.

Sales & Marketing Coordinator

May 2017 – November 2019

Tabla Sitar Musicals

India

- Managed communication between clients and sales teams, **improving sales efficiency by 15%** by optimizing workflows and improving task delegation for better alignment between customer needs and sales team actions.
- Utilized SQL and Excel for **sales performance analysis**, identifying key metrics that resulted in a 12% increase in sales via data-driven strategy adjustments.
- Streamlined customer **database management with CRM tools**, ensuring data accuracy and optimizing lead conversion strategies, resulting in an **18% increase in client conversion rates** through improved targeting.
- Collaborated with teams to align sales strategies with marketing campaigns, leveraging data insights to improve product launch outcomes, **15% increase in customer engagement** and **10% boost in brand recognition**.

Customer Service Associate

July 2015 – April 2017

Tabla Sitar Musicals

India

- Resolved over 95% of customer inquiries through **multi-channel communication (email, chat, and phone)**, leveraging CRM software to enhance response times and increase satisfaction rates, reducing response times by 30%.
- Managed 200+ reviews on e-commerce platforms like Amazon, addressing customer feedback and applying **root cause analysis** to mitigate recurring complaints, boosting positive reviews by 10% through engagement.
- Collaborated with logistics teams to resolve 50+ delivery-related issues monthly, **identifying bottlenecks and implementing corrective actions**, resulting in a 25% reduction in customer complaints related to delivery delays.
- Assessed the management and optimization of 300+ product listings, utilizing SEO strategies and content optimization to enhance product visibility, leading to a **20% increase in conversion** and higher product engagement.

PROJECT EXPERIENCE

IBM Data Analyst Capstone Project

December 2024

Research Associate

[Deployed Link](#)

- Conducted an end-to-end data pipeline with Python, SQL, and Power BI, optimizing workflows by 30%, reducing errors by 20%, and achieving 85% accuracy in trend forecasting through actionable insights and dashboards.

Hybrid Classification for Offline Handwritten Character

July 2014 – May 2015

Research Associate

- Developed Gurmukhi character classifier using RGB-to-grayscale, noise removal, and Geometry transforms, achieving 90% accuracy with hybrid SVM-k-NN, improving accuracy 25% and reducing processing time by 10%.

EDUCATION

Junior data analyst

September 2024- December 2024

Npower, Canada

Master of Engineering in Computer Science (Software Engineering)

July 2013 – May 2015

Chandigarh University, India

Bachelor of Technology in Computer Science

July 2009 – May 2013

DAV Institute of Engineering & Technology, India

CERTIFICATIONS

• **Microsoft Azure AI900 Professional Certificate**

(October 2024)

• **IBM Data Analyst Professional Certificate**

(December 2024)