

Sarthak Govil

Business Analyst

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SUMMARY

4+ years experienced data analytics professional possessing a prolific track record of driving user growth, boosting user retention & enhancing market share by deploying big data ecosystem components, techniques, and best practices. Adept at performing deep dive to gain actionable insights to benefit key stakeholders & facilitate sound decision-making while generating an error-free report. Proficient in data mining and data visualization to deliver compelling business value to clients & successfully execute projects.

KEY SKILLS

• Data Analysis • Stakeholder Management • Software Development • Project Management • Quality Assurance • Data Mining • Leadership & Training • Process Improvement • Team Incubation • Data Visualization

TECHNICAL SKILLS

Tools/Languages: Python, Ui Path, SQL, Hive, SAS, Tableau, SPSS, Hadoop, JIRA, Visio, Balsamiq, TFS, Google Analytics, Share Point

Cloud: Amazon AWS, Cloudstack, Openstack

Database: MS SQL Server, MySQL,

Reporting/BI Tools: Tableau, Power BI

MS Excel (Advance).

CERTIFICATIONS

- Dynamics of Global Business Communication | HCL
- RPA - Ui Path Certified.

PROFESSIONAL EXPERIENCE

Business Analyst

Jun '17 - Present

HCL Technologies Limited

Noida, IN

Data Analysis & Data Mining

- Performed business process analysis of current business processes and provided recommendations for improvement.
- Analyzing customer habits & creating user-friendly reports using data manipulation to **boost subscribers by 32%**
- Deploying **quantitative analysis** & data mining/visualization to present **data on user interaction** with the product
- Identifying and analyzing the impact of marketing and product changes on **customer acquisition** & behavior, and retention

Data Processing & Transformation

- Organizing huge data sets effectively via **advanced querying, visualization**, and analytics tools.
- Performing data analysis & creating **dashboards** to boost flagship business initiatives.
- Generated context filters and data source filters while handling huge volume of data.

Strategy Formulation

- Contributing to the formulation of strategies across multiple business units, **distribution channels** and product lines.
- Evaluating and formulating enhancement strategies to **boost KPIs** across all business units.

Report Generation & Troubleshooting

- Generating **weekly reports** and updating the resources with new data
- Resolving issues pertaining to dashboards and reporting database environment and overseeing the **quality assurance** of the **imported data**
- Created Tableau Dashboards with interactive views, trends and drill downs along with user level security.

Intern - Marketing Executive

Feb '17 - May '17

foodpanda

Gurugram, IN

- Helped drive brand awareness and promotions among the potential client through activation's.
- Developed marketing strategies aligned with company objectives and created & published all marketing material in line with marketing plans.
- Coordinated the offline marketing campaigns with the sales activities and maintained sound relationships with the customers to retain them and increase the sales of the organization.

KEY PROJECTS

XEROX Transformation and Delivery, United Kingdom | Jun '19 to Present

- Gathered user requirements, analyzed and designed software solution based on the requirements.
- Performed extensive GAP analysis in the project as there were numerous 'As-Is' and 'To-Be' conditions
- Created action filters, parameters and calculated sets for preparing dashboards and worksheets in Tableau.
- Developed Tableau visualizations and dashboards using Tableau Desktop.
- Developed Tableau workbooks from multiple data sources using Data Blending.

ADDITIONAL
INFORMATION

- Awarded with the IBSAF Award for achieving top 10 ranks among a batch of 500 for the Best Internship
- Award in Sep' 16
- **Languages:** English and Hindi

SYMPHONY | Jan'18 to May'19

- Involved in User Interface (UI) analysis with the business team to validate accuracy.
- Involved in identifying functional and Non-Functional requirements and created the Business Requirement document (BRD)
- Guide the development teams to break down large and complex user stories into simplified versions for execution.

EMPOWER | June'17 to June'18

- Managing change & enhancing user adoption.
- Oversee the creation of design specifications and design standards in the form of storyboards, prototypes, wireframes, and workflows.
- Created, Updated and Reviewed of Test cases and Test Scenarios.

EDUCATION

Post Graduate Diploma in Data Science Dec '19 - Jan '21
IIIT Bangalore (3.6 CGPA) Bengaluru, IN

- **Course Modules:**
 - Data Analysis using SQL | Introduction to Python | Introduction to Machine Learning and Linear Regression
 - Business Problem Assignment | Visualization using Tableau and Power BI | Data Story Telling

Master of Business Administration (9.3 CGPA) Jun '15 - Feb '17

ICFAI Business School Gurugram, IN
Marketing and Business Analytics

Bachelor of Technology in Computer Science (71%) Aug '10 - May '14

Uttar Pradesh Technical University Meerut, IN