

Pushpendra Singh

Address: 2 Charles Street, Ryde, NSW 2112

Ph: +61 478 697 133 | **Email:** pushpendrakataria98@gmail.com | **Website:** pushpendras.com

PROFILE

Strategic and detail-oriented Data Analyst with proven expertise in uncovering insights through business analytics, **data visualization, and predictive modeling**. Skilled in **SQL, Python, and leading BI tools (Power BI, Tableau)**, with hands-on **experience turning raw data into clear, actionable strategies**. Known for designing intuitive dashboards, driving data-informed decisions, and **conducting market research** that directly influences business growth. Passionate about solving real-world challenges using data, optimizing performance, and delivering measurable value across cross-functional teams.

EDUCATION AND QUALIFICATION

Master's Degree in Business Analytics- Macquarie University [July 2024- Present]

Macquarie Business School has been ranked #2 in Australia, in the latest The Economist "Which MBA?" rankings 2021. [WAM79%]

Bachelor's Degree in Political Science and Economics – University of Delhi [July 2016- July 2019]

Ranked #6 in India as per NIRF (National Institutional Ranking Framework) in 2024

PROFESSIONAL SKILLS

Functional Domain	Tools & Technologies	Execution Strategies	Strategic & Specialized Capabilities
Data Analysis & Visualization	SQL (MySQL, NoSQL - MongoDB), Power BI, Tableau	Agile & Scrum Implementation	Experimental Design, Correlation and Regression Analysis, EDA
Data Cleaning & Transformation	Python (Pandas, NumPy, Scikit-Learn)	Jira, Confluence, Cross-functional Team Collaboration	Customer Segmentation, Feature Engineering
Business Intelligence & KPI Reporting	Excel, Tableau, Power BI, Google Analytics, DAX	KPI Design, Executive Dashboard Development	Insight Communication, Data Storytelling
Statistical Modeling & Forecasting	R, StatsModels, Excel (Pivot Tables, Time-Series Forecasting Tools)	Data Strategy Support, Predictive Analytics Planning	Performance Monitoring, Business Impact Metrics
Project Management & Stakeholder Delivery	Trello, MS Project, Google Suite, Confluence, Excel	Roadmap Planning, Sprint Execution, Risk & Resource Management	Stakeholder Engagement, Communication Planning

WORK EXPERIENCE

Market Research Analyst Intern | Adwar & Associates | Sydney, AUS [Feb 2025 - Present]

- Create and manage **content for social media** platforms to **boost brand visibility**.
- Assist in developing **marketing materials**, including blog posts, reels, and promotional content.
- Support **digital marketing campaigns** through research, content planning, and **performance analysis**.
- **Collaborate with the team** to ensure consistent brand messaging and communication.

Site Supervisor | Magic Memories | Part Time | Sydney, AUS [Nov 2023 - Present]

- Supervise daily operations, ensuring smooth workflows and team coordination.
- Drive customer engagement and sales through effective communication and promotional strategies.
- Monitor key performance metrics and sales conversion, to improve team outcomes.

Data Analyst Internship | Niros Ispat Pvt Ltd [April 2023 - June 2023]

- **Analyzed large datasets** to uncover trends and improve decision-making processes.
- Developed **interactive dashboards** and reports for stakeholders.
- Provided actionable insights that streamlined operational efficiency.

Project Manager | CEWA Foundation | DELHI

[August 2021- April 2023]

- **Led data-driven projects**, leveraging analytics to improve social outreach initiatives.
- Developed and implemented **data visualization dashboards** to track project impact.
- **Managed project timelines, resources, and budgets**, ensuring efficient execution.
- Conducted **stakeholder analysis** and collaborated with teams to optimize engagement strategies.
- Analyzed **key performance indicators (KPIs)** and adjusted strategies based on data insights.
- Identify **operation bottlenecks** using **Data Driven strategies** to improve efficiency

Project Co-Ordinator | CEWA Foundation | DELHI

[July 2019 - July 2021]

- Assisted in **data collection and analysis** to optimize campaign strategies.
- Conducted **market research and statistical analysis** to identify outreach trends.
- Organized **data-driven reports** to assess project effectiveness and make strategic recommendations.
- Utilized **Excel and Google Analytics** to monitor engagement metrics and optimize resource allocation.

CERTIFICATES AND COURSES

Course/Training Title	Core Competencies Gained	Certifying Body
Lean Six Sigma Yellow Belt (Advanced)	Change Management, Strategic Planning, Process Improvement Process Optimization, Lean Thinking, Quality Control	Council for Six Sigma Certification
Project Management: Professional Certificate	Project Management, Business Communication, Collaboration, Planning, Supply Chain Logistics	Google (Coursera)
Agile with Atlassian Jira	Agile Project Management, Sprint Planning	Atlassian University
Digital Transformation – BCG Simulation	Excel, PowerPoint, Trello, Agile Methodology, Market Research, User Persona Development	BCG Digital Transformation Job Simulation (Forage)
Lead Management in Salesforce	CRM Systems, Lead Tracking, Strategic Sales Operations, Database Management	Salesforce
International Leadership & Organizational Behaviour	Cross-Cultural Communication, Business Psychology, Conflict Resolution, Leadership	Università Bocconi (Coursera)
Finance Markets	Risk Management, Behavioural Finance, Critical Thinking, Investment Strategy	Yale University (Coursera)

PROJECTS

Project Name	Tools / Activities	Description
Predictive Analytics Competition	Kaggle, Python, XGBoost, Machine Learning	Participated in a Kaggle competition, leveraging predictive analytics to improve model accuracy.
Digital Innovation Paper	Research, Data Analysis, Business Strategy	Authored a paper exploring digital innovation trends and their impact on industries.
Mental Health & Well-Being Product Development	Business Model Canvas, Team Collaboration	Designed a business concept aimed at enhancing student mental health and well-being through innovative solutions.