

SHREYA BAJPAI

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PROFILE SUMMARY

Data analyst turning raw transaction data into decisions using SQL, Python, Excel and Power BI across 150K+ records. Found a 3.12% repeat-customer rate hiding behind 97% fulfillment (real problem = retention, not delivery). Segmented \$12.6M in sales to isolate \$1.47M in profit drivers by product and discount tier.

EDUCATION

B.Sc. (Hons) in Mathematics

2021-2024

M S Ramaiah University of Applied Sciences

TECHNICAL SKILLS

- **Data Analysis & Programming:** SQL (Joins, CTEs, Window Function, Subqueries), Python (Pandas, NumPy), Statistical Analysis
- **BI & Visualization:** Power BI, KPI Reporting, DAX, Dashboard Reporting, Microsoft Excel (Advanced Excel, Power Query)
- **Databases & Tools:** Google Workspace, Microsoft SQL Server, SSMS, GitHub, VS Code, Jupyter Notebook

PROJECTS

E-Commerce Business Insights | SQL, Power BI



- Wrote 29 SQL queries (CTEs & window functions) across a 7-table Olist marketplace dataset (99.4K orders, 96.1K customers, R\$16M revenue) spanning finance, product, customer, and delivery performance.
- Uncovered a 3.12% repeat customer rate against 97% order fulfillment, flagging retention, not acquisition or delivery, as the primary growth constraint and validated the finding independently via Power BI's AI Key Influencers visual.
- Diagnosed delivery friction by state, finding 8% of orders arrive after the estimated date despite a 12-day average, with performance varying sharply by region (fastest in São Paulo, slowest in remote states).
- Built a 3-page Power BI dashboard with AI-assisted visuals (Key Influencers, Smart Narrative) that reproduced the SQL layer's payment-mix and revenue findings exactly, giving technical and non-technical stakeholders a shared source of truth.

Sales Analytics Dashboard | Python, Power BI



- Cleaned and engineered features across 51K orders in the Global Superstore dataset using Python/Pandas, computing sales, profit margin, and shipping-time metrics (\$12.6M sales, \$1.47M profit, 11.6% margin, 3.97-day avg shipping across 795 customers).
- Identified that Technology drove the highest sales and profit while a small subset of products generated disproportionate losses despite strong sales volume, and quantified that higher discount tiers correlated with declining profitability.
- Built a 3-page interactive Power BI dashboard (Executive Overview, Sales Performance, Customer & Product Insights) translating EDA findings into pricing and discount-policy recommendations.

KEY STRENGTHS

- Validates before concluding. Cross-checked the retention finding against Power BI's AI Key Influencers before calling it same discipline flagged the discount-profitability tradeoff in the Superstore project.
- I move from raw data to business story with confidence using SQL and Python to investigate trends and root causes, then Power BI to make the "so what" clear for non-technical stakeholders.
- Self-taught across SQL, Excel, Python and Power BI by working directly with real-world datasets, building end-to-end projects to solve analytical problems and not just learn theory.