Ashok Singh

A.R. Hng, Dwarka-17, Delhi, India|+917500983658 | ashoksinghb04@gmail.com
Portfolio: https://ashok-750098.github.io | **LinkedIn:** linkedin.com/in/ashoksingh-

Results-driven Data & Business Analyst with expertise in Power BI, SQL, Python, and Google Apps Script. Proven track record of owning the complete data lifecycle—from extracting multi-source data to building automated ETL pipelines and deploying interactive executive dashboards. Adept at eliminating manual redundancies and improving operational decision-making across enterprise environments.

EDUCATION

IIIT Bangalore | UpGrad
CERTIFICATION COURSE IN DATA SCIENCE | Dec 2023 | CGPA: 3.6 / 4.0

GRAPHIC ERA HILL UNIVERSITY
B. TECH (C.E) | 2018 |

LINKS
GitHub: Ashok-750098

TECHNICAL SKILLS

- **BI & Visualization:** Power BI, Advanced Excel, Google Sheets, Dashboard Design, KPI Tracking
- **Programming & Scripting:** Python (Pandas, NumPy), Google Apps Script (GAS), SQL
- **Data Engineering:** ETL Pipeline Construction, Data Cleaning & Transformation, API Data Integration
- **Data Science & Tools:** Machine Learning, EDA, Statistics, Git/GitHub, Jupyter Notebooks, AWS (Basic)

CORE COMPETENCIES

- End-to-End Data Architecture
- Root Cause Analysis (RCA)
- Analytical Thinking
- Cross-functional Collaboration
- Process Optimization
- Strategic Problem Solving
- Stakeholder Management

EXPERIENCE

Physics Wallah | Business Analyst | June 2024 - Present | Noida, IND

Key Responsibilities:

- Spearheaded the data infrastructure from the ground up as the sole data analyst, building and maintaining Power BI dashboards for Admissions, Marketing, Finance, and Operations (Transport, Housekeeping, Security, Inventory).
- Automated **7+ recurring reports** using Google Apps Script + APIs, reducing manual effort by **50–60% (~20 hrs/week)**.
- Developed **end-to-end data pipelines (ERP → DB → BI)** and Form-to-Dashboard integrations, centralizing multi-source school data.
- Created admissions funnel, counsellor performance, defaulter alerts, campaign ROI, and operational scorecards to improve visibility and accountability.
- Digitized core operations (transport audits, CCTV, housekeeping, stock consumption) by replacing manual tracking with dashboards.
- Built a **School Information Portal** used by Marketing, Counselling, and School teams as a single source of truth.
- Delivered Weekly/Monthly Finance MIS and performed Root Cause Analysis (RCA) to support predictive fee tracking and reduce revenue leakage.
- Drove the product mapping and requirement gathering for a new enterprise ERP migration (ERPNext). Authored Business Requirement Documents (BRDs) and partnered with core product teams to align feature development with operational workflows and scalable data architecture

Woodhill Infrastructure LTD | Civil Engineer| Nov 2020-Dec 2021
Kanwarji Construction Co. | Site Engineer| Feb 2019 – Nov 2020 | Delhi
Nav Nirman | Trainee | Aug 2018 –Jan 2019 | Delhi, IND

PROJECTS

1. **Enterprise Operations Command Center:** Built dashboards for Transport, Housekeeping, and CCTV; automated data refresh and summary emails, improving monitoring efficiency by 40%.
2. **Marketing & Conversion Analytics:** Unified data from ERP and CRM, improving lead-to-admission tracking and marketing ROI visibility.
3. **School Information Portal (Google Apps Script):** Built a centralized portal for Marketing, Counselling, and School teams using Apps Script, providing real-time access to school details and key metrics, reducing dependency on manual data sharing.
4. **Financial Realization & Stock Analytics:** Automated alerts and recovery dashboards, reducing delayed fee cases.

(Earlier Projects — UpGrad)

- **Loan Company EDA**: Performed EDA and visualization improving campaign accuracy by 75%.
- **Bike Sharing Linear Regression:** Built model predicting demand, improving accuracy by 30%.

CERTIFICATION

Advance Certificate Program in Data Science| IIIT Bangalore| Mar– Nov 23
Microsoft Power BI Desktop for Business Intelligence |Udemy
Microsoft Excel - Excel from Beginner to Advanced |Udemy