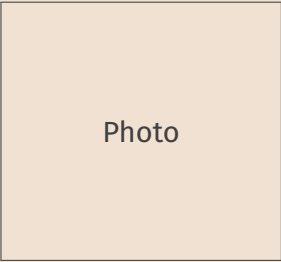


Samandeep KAUR



PROFILE

Data analyst who delivered 15% quarter-on-quarter revenue growth through client segmentation and dashboard design at Times of India. MBA in Business Analytics with hands-on experience in SQL, Python, and Excel-based reporting. Based in Slough, seeking opportunities to drive data-informed decisions.

Right to work: Skilled Worker Dependant (full right to work, no sponsorship required).

CONTACT DETAILS

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✉ Burnham, Slough, UK
(SL1 6LB)

SKILLS

- **Excel:** Pivot Tables, XLOOKUP/VLOOKUP, charts, data cleaning
- **SQL:** SELECT, JOIN, GROUP BY, filters
- **Python:** Data cleaning, ETL pipelines, scripting
- **R:** Statistical analysis, data summaries
- **Reporting:** Dashboards, trend analysis, data quality checks
- **Tools:** MS Office, Google Sheets, Tally
- **Languages:** English (Working), Punjabi, Hindi

INTERESTS

Data analysis, improving SQL and R, data visualisation, volunteering.

EXPERIENCE

MARKETING INTERN

Jun 2023 - Aug 2023

Times of India, Ludhiana, India

- ◇ Built an ETL pipeline using SQL and Python to extract and clean 12 months of ad-sales data (10k+ records), eliminating manual errors.
- ◇ Conducted Pareto Analysis (80/20 rule) in Excel to segment client performance; Education sector delivered higher revenue per client than Retail.
- ◇ Designed a “Volume vs. Value” dashboard for stakeholders, influencing a sales strategy that drove 15% QoQ revenue growth.
- ◇ Developed a reproducible Python script for category mapping, replacing manual workflows and improving reporting accuracy.

MBA CAPSTONE PROJECT

2024

Analysing Digital Marketing Impact on Consumer Buying Behaviour

- ◇ Designed a survey instrument and collected 200+ responses on digital marketing exposure and purchase behaviour across retail segments.
- ◇ Applied regression and chi-square analysis in R to quantify the relationship between ad engagement metrics and conversion rates.
- ◇ Built an Excel dashboard showing video content delivered 2.1x higher recall than static ads among 18-35 demographic.
- ◇ Presented data-driven recommendations on digital marketing spend allocation to faculty panel.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA)

2022 - 2024

Business Analytics & Marketing

MRSPTU, India

- ◇ Key modules: Statistics, Digital Marketing, Data-Driven Decision Making.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

2017 - 2020

Retailing

JNU, Jaipur, India

- ◇ Graduated with 78%, focused on retail operations and consumer behaviour.

CERTIFICATIONS

GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE

Jan 2026

(Google / Coursera)

Credential ID: 25V177X71XoN

- ◇ Completed a 9-course programme covering spreadsheets, SQL and R.

PORTFOLIO (IN PROGRESS)

- ◇ Excel KPI dashboard using a public dataset (pivot tables, charts, data cleaning).
- ◇ SQL practice: joins, aggregations and data quality checks.
- ◇ Python: data cleaning scripts, automation and basic analysis workflows.

ACHIEVEMENTS

- ◇ Delivered 15% QoQ revenue growth through Pareto-based client segmentation at Times of India.
- ◇ Built ETL pipeline processing 10k+ ad-sales records, eliminating manual errors.
- ◇ Designed survey instrument collecting 200+ responses for consumer behaviour research.
- ◇ Awarded **Best Marketing Project** for MBA capstone on digital marketing effectiveness.
- ◇ Volunteer experience through NSS, supporting community initiatives.

AVAILABILITY

- ◇ Immediately available for full-time or part-time roles in Slough, West London and Reading.

References available upon request.