Arshdeep Singh

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# Objective

# Detail-oriented and ambitious B. Com student from the University of Delhi with a strong foundation in business analytics, marketing concepts, and sales strategy. Proficient in Excel, Power BI, and Tableau, with hands-on internship experience at Deloitte. Eager to contribute to a growth-driven organization by applying analytical thinking, communication skills, and a passion for data-driven decision-making in sales, marketing, or business operations.

# Skills & abilities

**Business and marketing skills:**

Business Communication | Market Research | Digital Marketing Fundamentals | Customer Relationship Management

**Analytical and Technical skills**

Microsoft Excel (LOOKUPs, Pivot Tables, Charts, Data Cleaning) | Tableau (Basics, Dashboards, Filtering KPIs) | Power BI (Data Modeling, Visualization) | Basic SQL

**Soft Skills**

Analytical Thinking | Verbal and Written Communication | Team Collaboration | Problem Solving | Adaptability

# INTERNSHIP& PROJECTS

## Deloitte (virtual) | Data Analytics Intern

* Conducted comprehensive data analysis to identify trends and performance patterns, interpreted challenges related to past business operations, and designed interactive Tableau dashboards to communicate key insights and support data-driven decision-making.

# Projects

* **Lego Set; Maven Analytics –** Participated in a LinkedIn dashboard challenge hosted by Maven Analytics. Developed an interactive dashboard analyzing Lego sales data over time, highlighting key performance indicators (KPIs) such as sales trends and set performance.
* Salesforce Data – Conducted in-depth analysis of Salesforce data for deal reviews and case resolution timelines. Focused on deriving key insights and KPIs, including average case duration and median opportunity value, segmented by industry, sector, and region.

**Education**

## Bachelor of Commerce (Program) 2022-2025 (Expected)| CGPA~7.0

## Sri Guru Gobind Singh College of Commerce, (UNIVERSITY OF DELHI)

## Senior secondary (Class-XII- Commerce)

GHPS Punjabi bagh | Passed with First- Division (94%) | CBSE

# Extra – Curricular Interests

## • Enthusiastic about equity markets and long-term investing

## • Follow business trends, brand strategies and consumer behavior

## • Regular reader of financial and marketing blogs