

VAISHNAVI WADHWA

DATA ANALYST – SQL, Data Visualization & BI Tools (Power BI / Tableau), Advanced Excel

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SKILLS

- **Technology Stack:** Power BI, Tableau, Excel Power Pivot, SQL Snowflake, MySQL, Looker, GitHub, Visio
- **Data Management:** ETL, Data Wrangling, Reconciliation, Validation, Cleaning, Warehousing, Schema Design
- **Visualization & Reporting:** Dashboards, Data Interpretation, KPI Tracking, Statistics Models, Automation
- **Governance & Methodologies:** Data Governance, Agile, SDLC, Jira, Risk Assessment, and Sprint Planning
- **Analytics & Operations:** Analysis, Dashboard Oversight, Variance Logs, Resource Tracking, SQL Reporting

WORK EXPERIENCE

Student Data Analyst

September 2024 – December 2024

Conestoga College (Loblaws)

Ontario

- Engineered process documentation for ETL workflows by standardizing data pipelines and implementing version control protocols, improving knowledge transfer efficiency by 35% and reducing analyst onboarding time by 25%.
- Architected pricing algorithms for loyalty program optimization using predictive analytics and segmentation models, increasing customer retention metrics by 15% and driving 22% growth in repeat transaction volume.
- Analyzed checkout funnel metrics identifying 12 friction points, redesigned user interface components and payment gateway integration, reducing cart abandonment rates by 20% and raising conversion efficiency by 18%.
- Developed interactive onboarding prototype incorporating form validations and real-time data synchronization, reducing customer onboarding duration by 25% and improving data accuracy by 30% through automated checks.

Data Analyst

January 2022 – April 2022

Amul Federation

India

- Deployed Kaizen improvement framework by designing submission workflows and implementing recognition mechanisms, increasing employee participation by 40% and generating 150+ operational enhancement proposals.
- Constructed dashboard displaying categorized Kaizen entries with real-time metrics and progress tracking, enabling management visibility and fostering competitive engagement that elevated submission quality by 35%.
- Streamlined authentication protocols and simplified form input mechanisms by implementing single sign-on and auto-population features, reducing submission friction and driving 25% raise in employee idea contribution rates.
- Engineered Kaizen Form Application with categorized input fields, validation logic, and automated routing workflows, reducing idea processing time by 40% and improving approval cycle by 30% through workflow automation.

PROJECT EXPERIENCE

Canadian Domestic Flight Fare Analysis

November 2025 – December 2025

Data Analyst

- Developed DAX measures analyzing 500+ routes, identifying booking window patterns reducing fare by 18%.
- Created Power BI semantic model with 8 interactive filters, processing 10K+ flight records for route analysis.

Orders-and-Employee Database Management

January 2024 – April 2024

Student Data Analyst

- Designed SQL Server database with 20 complex queries using joins, subqueries, and aggregations for tracking.
- Created user-defined functions, stored procedures, and views improving data integrity and query performances.

Canadian Health Expenditure Dashboard

September 2023 – December 2023

Student Data Analyst

- Analyzed 43 years of healthcare data across 13 provinces, standardizing datasets for Tableau visualizations.
- Designed 8 interactive Tableau dashboards with geospatial maps visualizing provincial spending across years.

EDUCATION

Postgraduate Certificate in IT Business Analysis

September 2023 – December 2024

Conestoga College, Kitchener

Bachelor's in Information Technology

March 2019 – May 2022

DDIT University, India

CERTIFICATIONS

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|---|---------------|
| • Salesforce Essential Training (LinkedIn) | January 2025 |
| • SQL Data Reporting and Analysis (LinkedIn) | January 2025 |
| • SQL Intermediate Queries (LinkedIn) | January 2025 |
| • Data Cleaning in Python Essential Training (LinkedIn) | December 2024 |
| • Learning Data Visualization (LinkedIn) | December 2024 |
| • Predictive Analytics Essential Training: Data Mining (IIBA) | December 2024 |
| • Learning Excel: Data Analysis (NASBA) | November 2024 |
| • Data Literacy: Exploring and Describing Data (LinkedIn) | November 2024 |
| • The Non-Technical Skills of Effective Data Scientists (NASBA) | May 2024 |