

Varneet Singh

✉ [Gmail](#) · [LinkedIn](#) · [GitHub](#) · [Portfolio](#) · 📍 Ludhiana, Punjab, India

I'm drawn to the work that happens behind every good business decision — finding patterns in data, identifying what's broken, and structuring information so the right people can act on it. I approach problems through requirements gathering, process mapping, and data analysis using Excel, SQL, and Tableau. Currently working as a Business Operations Analyst at I.P. Pharma, with cross-functional experience across manufacturing, consulting, and digital marketing environments.

Skills

Business Analysis

Requirements Gathering, Gap Analysis, Process Mapping, Stakeholder Management, KPI Tracking, Agile/Scrum (familiar), Documentation

Data Analysis & Reporting

Data Cleaning, Trend Analysis, Customer Segmentation, Dashboard Reporting

Tools & Platforms

Microsoft Excel, SQL, Tableau, JIRA (familiar), Google Sheets, Microsoft Visio, Microsoft Word

Certifications

2025	Microsoft Business Analyst Professional Certificate	[View Certificate]
2025	Deloitte Data Analytics Job Simulation (Forage)	[View Certificate]

Projects

E-Commerce Business Analysis — Olist (Brazil) | Excel, Tableau [\[View Project\]](#)

- Identified severe geographic concentration risk in a Brazilian e-commerce platform — São Paulo generating 42% of revenue while northern-state customers paid freight costs exceeding 50% of product price, more than double the São Paulo baseline — and scoped a structured end-to-end analysis across 96,478 delivered orders spanning all 27 Brazilian states.
- Consolidated 9 CSV files into a unified Excel workbook using XLOOKUP joins and 8 calculated columns (delivery delay, delay band, freight %), then built 6 pivot tables and a 7-chart Tableau dashboard — including a technically complex GMV Lorenz curve with LOD calculations — to test four pre-formed business questions.
- Validated all four business questions: late deliveries collapsed review scores from 4.03 to 2.27 (1.76-point gap), top 20% of sellers generated 82.54% of GMV, and seller concentration in São Paulo was identified as the root cause driving both freight and delivery gaps — with recommendations projected to cut late delivery rate from 6.8% to below 3% and unlock 15% order volume growth in underserved regions.

Retail Sales & Customer Behavior Analysis | Excel [\[View Project\]](#)

- Cleaned and transformed retail sales data to enable structured segmentation and trend analysis.
- Identified women (~65%) and age group 30–49 (~50%) as primary revenue contributors; found Amazon, Flipkart, and Myntra driving ~80% of sales — insights used to support targeted marketing and channel optimisation strategy.
- Built an Excel dashboard visualising key KPIs across channels, regions, and customer segments to support data-driven decision-making.

Experience

I. P. Pharma · Ludhiana, Punjab

Business Operations Analyst,

Jan 2026 – Present

- Identified unstructured diary-based records as a visibility gap across 30–40 products — built a structured Excel tracking system with product codes, formulas, and filters, making errors detectable by comparison and enabling real-time stock queries for production decisions.
- Analysed repeat-client dependency and limited sales outreach as key constraints on revenue growth — communicated findings to the business owner, defining a focused client acquisition objective within a 50km operational radius.

Labour Law Advisor · Jaipur, Rajasthan

Social Media Manager,

Aug 2024 – Jul 2025

- Managed daily content and community engagement across Instagram, LinkedIn, Twitter, Threads, and Inshorts for a 1M+ audience brand — coordinating with design, video, and strategy teams to ensure consistent delivery across all platforms.
- Led organic content strategy for Jagruk.Shop Instagram — grew account from ~400 to ~4,000 followers in 6 months through structured posting and audience engagement.
- Owned end-to-end content for Jagruk Fest from scratch — scripted, shot, edited, and published 54 posts/reels, managed live event coverage for 700 attendees, and grew the WhatsApp community from 0 to 1,000 members.

Mad Influence · Noida, Uttar Pradesh

Data Research Intern,

Mar 2024 – Jul 2024

- Researched and shortlisted 300–500 influencers over 4 months based on campaign briefs — negotiated pricing and compiled proposals for brand clients, directly supporting campaign acquisition decisions.
- Co-tracked Star Sports campaign execution across 5,000+ records from 100–200 volunteer participants — maintained structured Google Sheet with a 3–4 person team to monitor reel metrics, submissions, and deadlines over 2 months.

MRM/McCann · Gurugram, Haryana

Account Management Intern,

Sep 2023 – Dec 2023

- Consolidated state- and city-level data from government sources into structured Excel sheets, building a reference database to support the Incredible India content pipeline.
- Drafted initial content documents using defined briefs to accelerate copywriter turnaround, coordinating with internal teams and client stakeholders to ensure alignment on requirements.

Education

2021 – 2024 **Bachelor of Arts (Journalism & Mass Communication)** ; Chitkara University,
Rajpur, Punjab