

Babita Yadav

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Professional Summary

Detail-oriented and analytical professional transitioning into Data Analytics with a strong foundation in technology through an MCA degree and 7+ years of experience in digital marketing roles, including email marketing and SEO. Proficient in SQL, Python, Excel, Power BI, and Tableau. Skilled in data analysis, reporting, campaign performance evaluation, and web analytics. Adept at uncovering trends and delivering actionable insights to support business goals. Committed to leveraging data-driven strategies to drive smarter decisions and optimize performance.

Skills

- Data Analysis & Visualization: **Excel, Power BI, Tableau**
- Programming & Querying: **Python (Pandas, NumPy, Matplotlib), SQL**
- Digital Marketing Analytics: Google Analytics, SEO Tools (Ahrefs, SEMrush), Campaign Analysis
- Data Cleaning & Preparation: Python, Excel (**Pivot Tables, VLOOKUP, IF statements**)
- Tools & Platforms: Google Sheets, MS Office, WordPress, HubSpot, Mailchimp
- Soft Skills: Communication, Problem-Solving, Analytical Thinking, Adaptability

Education

Master of Computer Applications (MCA)

IGNOU, Delhi, Uttar Pradesh — 2015

Certifications

- Google Data Analytics Certificate – Coursera
- Agile activity certificate, Unacademy (Noida)

Professional Experience

SEO Analyst

Ascent Web Portal Pvt Ltd, Noida | Jan 2020 – 2024

- Analyzed website performance metrics using Google Analytics and other tools.
- Created dashboards and reports to monitor organic traffic, rankings, and conversions.
- Used Excel and Python to automate data reporting and keyword analysis.
- Collaborated with clients to define SEO strategy and tracked KPIs to measure ROI.

Email Marketing Executive

Ascent Web Portal Pvt Ltd, Noida | Jan 2017 – Dec 2019

- Managed and analyzed email marketing campaigns using Mailchimp and HubSpot.
- Collected and interpreted campaign data to optimize open rates and click-through rates.
- Created reports in Excel to track campaign performance and audience segmentation.
- Worked closely with cross-functional teams to align campaign goals with business strategy.

Projects

1. E-Commerce Sales Dashboard (Power BI)

- Built an interactive dashboard to track sales performance, customer behavior, and profit trends.
- Used DAX for calculated fields and slicers for dynamic filtering.

2. Customer Churn Analysis (Python & Excel)

- Cleaned and analyzed telecom customer data to predict churn.
- Used Excel (Pivot tables, charts) and Python (Pandas, Matplotlib) for reporting insights.

Languages

- English – Fluent
- Hindi – Native