Pradeep M

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# Profile Summary

[Portfolio](https://codebasics.io/portfolio/Pradeep-M)

* *[](https://codebasics.io/portfolio/Pradeep-M)*Proven ability in analyzing large datasets, debugging SQL queries, and transforming data to drive business decisions.
* Proficient in creating compelling, interactive dashboards using Power BI, enhancing data accessibility and understanding.
* Strong command over Excel, SQL, Power BI, enabling efficient data manipulation and analysis.
* Proficient in market research, requirement gathering, qualitative and quantitative analysis.

# Relevant Coursework

* Data Integrity
* Data Visualization

# Experience

* Data Governance
* Data Manipulation
* Generative AI
* Data Mining
* Requirement Gathering
* Business Impact Analysis

**Deloitte - Data Integrity & Reporting Analyst June 2024 – Present**

* + Manage and enhance client data across multiple CRM tools, ensuring up-to-date and accurate information.
  + Perform lead verification by researching on LinkedIn and other sources to identify and correct data inconsistencies.
  + Oversee data accuracy and consistency within Deloitte’s databases through ongoing validation, audits, and updates, leveraging strong analytical skills and attention to detail.

**AtliQ Technologies - Data Analyst Intern Mar 2024 – Mar 2024**

* + Performed **data variance analysis** and debugged SQL queries, demonstrating **critical thinking** and **attention to detail** to ensure 100% accuracy in data extraction from MySQL Workbench.
  + Applied advanced data cleaning and **data normalization techniques**, showcasing **problem-solving skills** to maintain data integrity and optimize retrieval processes.
  + Designed and delivered customizable dashboards using Power BI, leveraging **creativity** and **stakeholder communication** to provide actionable insights.

# Projects

**Festive Campaign Analysis** *| SQL, Power BI, PowerPoint |* [Live Dashboard](https://app.powerbi.com/view?r=eyJrIjoiNmRjZWRjNTgtZTYzYS00MzUyLThmNjItNzA3YzhhZDllYTQwIiwidCI6ImM2ZTU0OWIzLTVmNDUtNDAzMi1hYWU5LWQ0MjQ0ZGM1YjJjNCJ9) **Feb 2024**

* + During Diwali and Sankranti campaigns across 50+ Southern Indian retail stores, Utilized **SQL** to analyze transactional data and identify purchase trends. Built an **interactive Power BI dashboard** for enhanced data visualization. This analysis led to the discovery of a 110% average increase in revenue during both campaigns, informing future strategies.

**Business Insights 360** *| Excel, Power BI, Dax, Power Query, SQL |* [Live Dashboard](https://app.powerbi.com/view?r=eyJrIjoiMzJkODEzZjUtMWJmZC00YjMyLWJlYzYtZjJmZTJjMGE0OWU4IiwidCI6ImM2ZTU0OWIzLTVmNDUtNDAzMi1hYWU5LWQ0MjQ0ZGM1YjJjNCJ9) **Jan 2024**

* + Modernized Atliq’s reporting by replacing Excel with a Power BI dashboard, integrating data from Excel/CSV and SQL. Created a data model and visualizations across 5 departments, optimizing with DAX Studio for a **5% performance boost**. This empowered Atliq to make data-driven decisions, projecting a 10% revenue increase and 20% expense reduction.

**AtliQ Finance Reports** *| Excel, PivotTable, Dax|* [GitHub Repository](https://github.com/pradeep-the-analyst/excel-AtliQ-Reports) **Dec 2023**

* + Created a 4-year P&L Report for Atliq Hardware in Excel, using Pivot Tables and DAX to analyze revenue. Automated data cleaning with Power Query, saving 4 hours, and implemented DAX measures for enhanced user experience, reducing data processing time by 50%. This enabled real-time insights for data-driven decision-making.

# Technical Skills

**Analytical Tools**: Excel, Power BI, Power Query, Tableau

**Languages**: Python, SQL

**Technologies/Frameworks**: GitHub, WordPress, Pandas, NumPy

# Education

**Vellore Institute of Technology Aug 2020 – May 2023**

*Bachelor of Science – CGPA: 8.45 Vellore, Tamil Nadu*

# Extracurricular / Certifications

* + Accenture North America: Data Analytics And Visualization[–View Credentials](https://drive.google.com/file/d/1xcdO-Wvu_BECXnAz9oBJumlLWRxPOHfL/view?usp=sharing)
  + Tata Data Visualization: Empowering Business With Effective Insights[–View Credentials](https://drive.google.com/file/d/1xbRi3zQ9xpJnRkIGpKcOFznpaqm12f0A/view?usp=sharing)
  + Google Data Analytics, Coursera[–View Credentials](https://www.coursera.org/account/accomplishments/professional-cert/YENFAQS9Y3A8)
  + Codebasics Community Champion[–View Certificate of Appreciation](https://drive.google.com/file/d/19Kyc52KBY0jkVbIwvU5GEkXKCDqwYE6J/view?usp=sharing)