Aditya Agarwal

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EDUCATION

Dayananda Sagar College of Engineering   *Aug 2019-Jul 2023*
Bachelor of Engineering
Automobile Engineering (Grade- 7.7/10)

PROJECT EXPERIENCE

KPMG Virtual Internship (Data Analyst)- *(Link)*   *Jun 2023*
Identifying Prospective Customers

- Utilized advanced Excel functions for data analysis, resulting in the identification of 500 high- value prospective customers with a potential revenue increase of $1.8M.
- Leveraged RFM (Recency, Frequency, Monetary) is techniques to segment customers to find top 100 customers in 3 segments and identify key patterns.
- Created interactive dashboards and visual reports using Power BI.

Airline Data Analysis using SQL & Python- *(Link)*

- Generated insights from an airline's booking data using SQL and Python to help the increase revenue by 10%.
- Created visually appealing and informative visualizations using Matplotlib and Seaborn, effectively presenting key insights from the airline's data analysis to stakeholders, resulting in 30% efficient decision-making processes.
- Helped to increase occupancy rate by 10%.

A/B Testing (TikTok Views Data)- *(Link)*

- Conducted a hypothesis test on TikTok views data using data of more than 20 thousand accounts, to analyze the relationship between verified accounts and associated video view counts.
- Used Python packages such as SciPy, NumPy and Pandas to conduct the test.
- Generated an executive summary outlining the findings of the hypothesis test, finding that not verified_users get 2.5 times more views than verified_users on average.

Sales Insights: Power BI, SQL- *(Link)*

- Developed and implemented a comprehensive Power BI dashboard for tracking sales trends, showcasing critical Key Performance Indicators (KPIs) such as revenue growth, profit margins, product performance, etc.
- Converted business requirements into technical specifications and deliver results within specified timelines saving 50% of time in presentations.
- Conducted data retrieval, filtering and data analysis using SQL queries to find top 10 cities and products.

SKILLS

Programming: SQL, DAX, Python (NumPy, Pandas, Matplotlib, Seaborn, SciPy)
Tools: Power BI, Advanced Excel, Jira
Databases: MySQL, SQLite
Statistics: A/B Testing, Hypothesis Testing, Probability Distributions
Other: Agile Methodology, Analytical Skills, Communication, Problem-solving, Team work, Data Modeling, ETL

CERTIFICATIONS

- University of California, Davis: SQL for Data Science
- Google Advanced Data Analytics: The Power of Statistics
- Microsoft Power BI- The Complete Masterclass
- Great Learning: Advanced Excel
- HackerRank Gold Badge in SQL