

"Data Enthusiast seeking opportunities in the field of Data Analytics to drive strategic business decisions through impactful insights and data-driven decision making."

## PROJECT EXPERIENCE

Business Insights 360 - Data Analyst Challenge at Codebasics.io

SQL – Data Exploration and Mining, Power BI – Dashboard.

- Analyzed sales data of a hardware manufacturing company and generated insights related to finance, sales, market, and supply chain analytics. **With Bulk loading** of data and establishing relationships in a **Snowflake schema** format between the tables with ERD in MySQL and data was ready for Analysis. Used **statistical functions** for data aggregation and summarization to generate Profit and Loss metrics, developed **Stored Procedures** for the complex queries to help product owners generate reports, established a pipeline to derive Key Metrics.
- Generated valuable reports to stakeholders on top markets, platforms, and customers. Metrics, such as Net Error, Absolute Net Error, and Forecast Accuracy, that helped businesses make informed decisions.
- Connected **Power BI** to **MySQL and Excel**, transformed data by establishing a **data pipeline** (ETL) using **Power Query, Data Modelling** to establish relations by snowflake schema and initial Data validation was done against benchmark values.
- Utilized **DAX** to create calculated columns and measures, and built a dynamic dashboard with **KPI's** for **sales, finance, marketing, and supply chain**.
- Published a report on Power BI service for user acceptance testing (UAT) and Data validation through Excel Analyze.
- Incorporated stakeholder feedback to create an Executive Dashboard, resolved quality issues, optimized dashboard performance, and deployed the dashboard to **Power BI service** with **gateway setup** to MySQL Database and local Excel files for Automatic **Data Refresh**.
- Various **Project Management Skills** like **Project charter, stakeholder mapping analysis**, Kanban board for task assignment to improve productivity
- A Designed dashboard with up to three **levels of analysis**, was able to ask the stakeholders many why's, to their top performing, product, markets, customers, % changes and trends in P&L metrics, supply chain forecast accuracy for inventory management has helped to improve overall business.

eCommerce Database Analysis – SQL Data Analyst Challenge at Maven Analytics.

- Analyzed and optimized business **marketing channels**, website **conversion performance**, **business patterns and seasonality**, explore the impact of new product launches and find valuable customers.
- Conducted in-depth analysis on **website traffic sources** using **UTM parameters** for various segments of paid traffic for **bid optimization. A/B split testing** to analyze key landing page by conversion rate.
- Derived **conversion funnels** for various website pages to understand the user experience towards product purchasing. **Day-parting analysis** and **analyzed seasonality** and business patterns to maximize efficiency and anticipate future trends.
- Analyzed the impact of new product launches through **product-specific conversion funnels, cross-selling product analysis** to understand product recommendation to improve overall revenue.
- Analysis on **User Behavior** has helped business identify most valuable customers and optimize marketing channels.

Provide Revenue Insights in Hospitality Domain. – Resume Challenge @ Codebasics.io.

- Significant amount of time was dedicated in Understanding the industry's **Domain knowledge**, a few Metrics such as **RevPAR, ADR, Occupancy %, SRN, DSRN, Realization, URN, BRN**, Revenue, Cancellation, Capacity were thoroughly understood to utilize the true value of the data.
- A Dynamic Dashboard was designed, to capture in-depth analysis of **Pricing, Revenue, occupancy trends**, a **drill down analysis** by region, individual properties, booking channels were provided to plan strategic move and regain the market share and revenue.
- Implementing stakeholders' thoughts into Dashboard through Domain Knowledge and Communication was Achieved.

Provide Insights in Consumer Goods Domain. – Resume Challenge @ Codebasics.io.

- A **Resume Challenge**, to present Insights for an **Ad-Hoc-Request** by management for a quick and smart data-informed decisions. Requests were answered through SQL Queries and were later presented to the management through Power BI.

SQL Challenge Organized by Data with Danny.

- Solved various Case studies through SQL, related to **Fast moving consumer goods, Marketing Analytics**, which was conducted under 8-week SQL Challenge by Danny Ma.

## PROFESSIONAL EXPERIENCE

Senior Design Engineer. – Mechanical.

Gostol TST India pvt.Ltd. (Nov 2017 - Nov 2022)

- Worked as Design Engineer in the R&D of Shotblasting Machine's Structural Design and Analysis. Managed a team of Engineer in Designing, **Planning** and **Project Execution**. Handled client interaction with respect to designing aspects of the machine. Interacted with various departments of the organization in smooth **Project Execution**.
- Performed **Data Querying** and analysis using SQL to extract Project critical information for Detailed Planning and designing of Machine, for Cost estimation, Production Planning, and scheduling project execution dates.

## SKILLS

**Analytical Tools:** Proficient in **Power BI** and **MySQL**, with **Strong Excel Skills**, Experience with programming in **Jupyter notebook**.

**Programming Languages:** **Expertise in SQL, Python** and **Libraries (NumPy, Pandas, Data Visualization through Matplotlib and Seaborn)**.

**Technical Skills:** Experienced in **Data Wrangling, Cleaning** and **Modeling. Analysis** and **Visualization** of Data by **Statistical** Approach.

**Core Competencies:** Strong **problem-solving** and **critical thinking skills, Effective Communication** skill.

Can Quickly develop an understanding of a business and **domain Knowledge**.

## **CERTIFICATIONS**

- Advanced SQL: MySQL Data Analysis & Business Intelligence - Udemy and Maven Analytics.
- SQL Beginner to Advance for Data Professionals - Codebasics.
- Microsoft Power BI Desktop for Business Intelligence - Udemy and Maven Analytics.
- Get Job Ready: Power BI Data Analytics for All Levels - Codebasics.
- Introduction to Data Analysis Using Excel – UpGrad.

## **EDUCATION**

**BACHELOR OF ENGINEERING - MECHANICAL (2013-2017)**

University Visveswaraya College of Engineering (Bangalore University)

**FULL STACK DATA ANALYTICS (Dec 2022 – April 2023)**

iNeuron.ai – Bangalore