

# Dharmarajula Abhilash

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## Professional Summary

Data-driven and detail-oriented Data Analyst with strong expertise in data cleaning, transformation, and visualization. Completed Google's Data Analytics and Business Intelligence certifications. Proficient in Excel, SQL, Python, and Power BI. Built real-time dashboards and analytics projects that uncover insights and support decision-making. Passionate about turning raw data into actionable business strategies.

## Education

Master of Computer Applications (MCA), Central University of Karnataka (2023 – 2025)

## Certifications

- Google Data Analytics Professional Certificate – Coursera
- Google Business Intelligence Certificate – Coursera

## Projects

### E-Commerce Sales & Sentiment Analysis Dashboard

- Built a dynamic Power BI dashboard using open-source e-commerce data.
- Analyzed real-time sales trends and customer sentiment (Twitter + Google Trends).
- Delivered KPIs: Top-selling products, regional demand trends, sentiment categories.
- Tools Used: Power BI, DAX, Excel, Python, Sentiment Analysis

### Chicago Transit Authority (CTA) Ridership Analysis – Power BI Project

- Analyzed CTA ridership data to identify trends, patterns, and operational gaps.
- Built visualizations to show ridership by time, day type, transport type, and year.
- Developed actionable recommendations (e.g., increasing weekday bus frequency).
- Tools Used: Python (pandas), Power BI
- Key Insights: Bus accounts for 65.6% of ridership; Weekdays show highest demand; COVID-19 caused major drop in usage

## Technical Skills

Data Tools: Excel, SQL

Visualization & BI: Power BI, DAX

Programming: Python (Pandas, NumPy), Streamlit

Other Skills: Data Cleaning, Dashboard Design, Business Storytelling, Manual Testing, Selenium

## **Soft Skills**

Analytical Thinking, Data-Driven Decision Making, Business Communication, Problem Solving,

Attention to Detail