

# ADARSH REJI

Kerala, India | 6235932998 | [adarshvr67@gmail.com](mailto:adarshvr67@gmail.com) | LinkedIn | Portfolio | GitHub

## PROFESSIONAL SUMMARY

Aspiring Data Analyst with expertise in Power BI, SQL, Python, Excel and Data Storytelling. Proficient in Power Query, DAX, Data Cleansing and Data modelling to create impactful visual reports.

## EDUCATION

- Bachelor of Computer Science & Engineering (KITS, Kottayam) | 2021-25  
CGPA: 6.4
- Higher Secondary (12<sup>th</sup> standard) (SKVHSS) | 2021  
Percentage: 89

## SKILLS

- Data Analytics:** SQL, Power BI, Excel, EDA, KPI Analysis, Python, Statistics.
- Data Processing:** BigQuery, Power Query, Data Cleaning, ETL/ELT, Pandas, NumPy, Data Modelling.
- Data Visualization & Insights:** Looker Studio, Excel & Power Bi Dashboards & Reports, Matplotlib, Seaborn, Figma.
- Tools & Platforms:** Jira (Beginner), Git & GitHub, SSMS, GCP, pgAdmin, Jupyter Notebook, VS Code.
  - ✓ **Soft Skills:** Critical Thinking, Problem Solving, Attention to Detail, Collaboration and Teamwork, Time Management.
  - ✓ **Communication:** Malayalam (Native), English (Intermediate).

## INTERNSHIP EXPERIENCE

**Data Analytics & AI Virtual Internship** | Nyeste Venture Technologies Pvt Ltd | May 2023

### Key Achievements:

Gained hands-on Experience to AI concepts and data analytics workflow. Designed and developed interactive Power BI dashboards to track projects KPIs, enabling 100% on time project delivery.

Tools Used: Python, Power BI, Excel, DAX.

## PROJECTS

- Superstore Sales Dashboards | Power BI |** **Repository**
  - Built an interactive dashboard to track sales, profit, and orders across segments and states (2020–2023).
  - Visualized key trends and identified underperforming products using dynamic charts and filters.
  - Suggested data-driven actions for product pricing and regional strategy.
- Sephora Customer Behaviour Analysis | Python** (Pandas, Seaborn, Matplotlib, NumPy) | **Repository**
  - Performed exploratory data analysis on Sephora product and customer dataset to uncover purchasing trends.
  - Identified top-selling product categories and customer retention behavior.
- Campaign Performance Dashboard | Power BI, DAX |** **Repository**
  - Analysed a campaign-level marketing dataset containing impressions, clicks, leads and revenue. Build power BI dashboard to monitor metrics like CPC, CPA, ROI and Conversion rate.
  - Communicated findings through Reports to enhance decision-making.
  - Helped identify underperforming campaigns and provided actionable insights to optimize spend.

## CERTIFICATIONS

**Python for Data Analytics** | Singularis Software Technologies (2024)

- ✓ Covered core Python libraries like Pandas, NumPy, Matplotlib and data manipulation techniques.

**Data Analytics & AI** | Nyeste Venture Technologies (2023)

- ✓ Learned end to end data analysis process including cleansing, exploration, and business insights generation.