

Aditya Agarwal

DATA ANALYST

SQL – Python – Power BI – Excel – Data Visualization
9369998104
aditya.agr.2005@gmail.com
linkedin.com/in/aditya-agarwal-dev
github.com/AdityaAgarwal1602

PROFESSIONAL SUMMARY

Final-year B.Tech student in **Information Technology** with expertise in **SQL, Python, and Power BI**. Proven track record of transforming raw datasets into actionable business insights, demonstrated through end-to-end projects in retail and logistics. Passionate about leveraging data-driven decision-making to solve operational inefficiencies. Seeking a fresher Data Analyst role to apply strong analytical and visualization skills.

EDUCATION

Dr. APJ Abdul Kalam Technical University Lucknow, UP
Bachelor of Technology (B.Tech) in **Information Technology** Expected June 2026
CGPA: 8.4/10.0
Relevant Coursework: Database Management Systems (DBMS), Data Structures and Algorithms, Probability and Statistics, Linear Algebra, Object-Oriented Programming.

TECHNICAL SKILLS

- Data Analysis and Python:** Pandas, NumPy, Matplotlib, Seaborn, SQLAlchemy, Data Cleaning, EDA.
- Database Management (SQL):** Complex Joins, CTEs, Window Functions, Subqueries, Aggregations.
- Business Intelligence:** Power BI (DAX, Data Modeling, Interactive Dashboards), Tableau Public.
- Advanced Excel:** Power Query, Pivot Tables, XLOOKUP, Conditional Formatting, Data Validation.

PROJECTS

RFM Customer Segmentation (Retail) GitHub Link
Tools: SQL, Excel
• Processed **500,000+ transaction records** using SQL to calculate Recency, Frequency, and Monetary (RFM) scores.
• Segmented **4,372 customers** into actionable clusters (e.g., Champions, At Risk) to aid CRM targeting.
• Identified a specific At Risk high-value segment, highlighting a **20% revenue recovery opportunity** via retention campaigns.

Zomato Delivery Performance Analysis GitHub Link
Tools: Power BI, Power Query
• Developed an interactive Power BI dashboard to visualize delivery KPI performance across **5+ major regions**.
• Detected a **15% higher delay rate** in Semi-Urban zones during peak hours (19:00-21:00) by analyzing timestamp data.
• Formulated data-backed recommendations for route optimization, potentially reducing average delivery time by 5 minutes.

IMDb Movie Profitability Modeling GitHub Link
Tools: Python (Pandas, NumPy, Matplotlib)
• Performed Exploratory Data Analysis (EDA) on 5,000+ movies to identify key drivers of Box Office ROI.
• Engineered a data cleaning pipeline to handle missing values and inconsistent currencies, improving dataset accuracy by **12%**.
• Visualized correlations showing that Drama genre movies yielded consistently higher ROI relative to budget compared to Action.

VIRTUAL EXPERIENCE

Data Visualization Job Simulation Tata Insights (via Forage)
Data Consultant Trainee August 2025
• Simulated a client project for Tata Consultancy Services to interpret business expansion data.
• Designed **5 executive-level visualizations** to simplify complex sales trends for senior leadership.
• Scoped project requirements and formulated key strategic questions to align analysis with business KPIs.

CERTIFICATIONS

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| • SQL (Intermediate) - HackerRank | 2025 |
| • Data Science with Python - Infosys Springboard | 2025 |