

Aditya Agarwal

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Career Objective

A highly motivated and detail-oriented B.Tech student with a strong foundation in data analysis and problem-solving. Eager to leverage academic knowledge and proven skills in SQL, Python, and Excel to contribute to a dynamic team as an entry-level Business Analyst, helping to bridge the gap between business needs and technology solutions.

Education

Dr. APJ Abdul Kalam Technical University
Bachelor of Technology (B.Tech)
CGPA: 8.4/10.0

Lucknow, UP
Expected June, 2026

Skills

Technical Skills:

- Languages:** SQL (Intermediate), Python (Pandas, NumPy, Matplotlib, Seaborn, SQLAlchemy)
- Databases:** PostgreSQL, MySQL (Basic)
- Data Visualization:** MS Excel (Advanced - Power Query, PivotTables), MS Power BI (Basic)

Soft Skills: Problem-Solving, Critical Thinking, Team Collaboration, Presentation Skills, Adaptability

Academic Projects

• RFM Customer Segmentation Analysis | [GitHub Link](#)

Tools Used: SQL, MS Excel

- Engineered RFM (Recency, Frequency, Monetary) values from a large retail dataset of over 500,000 records using SQL.
- Segmented 4,372 unique customers into actionable groups like 'Champions' and 'At Risk', visualizing the distribution in an Excel dashboard to inform targeted retention strategies.

• ABC Mart: Sales & Profitability Analysis | [GitHub Link](#)

Tools Used: MS Excel (Power Query, PivotTables)

- Utilized Power Query to clean and transform 3 months of transactional data, ensuring 100% data integrity for analysis.
- Developed a dynamic dashboard to identify peak sales hours (7 PM), leading to a recommendation for a targeted marketing campaign projected to increase profitability by 5-8%.

• SQL Pizza Sales Analysis | [GitHub Link](#)

Tools Used: PostgreSQL, SQL

- Executed an end-to-end analysis on over 48,000 order records using complex SQL queries (Joins, CTEs, Window Functions).
- Synthesized findings to identify the top 5 highest-revenue pizzas, delivering insights projected to increase sales of high-margin items by 10-15%.

Internships

• Data Visualization Virtual Intern – Tata Insights and Quants (Forage)

Data Visualisation: Empowering Business with Effective Insights

2025

[[View Certificate](#)]

- Completed a simulation to prepare data visualizations for senior leadership at Tata Consultancy Services.
- Analyzed business requirements to formulate 3 key questions for client meetings, clarifying project scope.
- Created 5 effective data visuals to assist executive decision-making and communicate insights clearly.

Certifications

• Data Science with Python – Infosys Springboard

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• Intermediate SQL – HackerRank

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