Akshata Deshpande

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Professional Summary

Detail-oriented Data Analyst with hands-on experience analyzing structured datasets using SQL and Python to uncover trends, customer risk patterns, and KPI insights. Built interactive Power BI dashboards translating data into actionable business recommendations., with a focus on solving real-world analytical problems in business environments.

Technical Skills

Querying: SQL (joins, aggregations, validation)
Programming: Python (Pandas, NumPy, Matplotlib, Seaborn)
BI & Visualization: Power BI, Tableau
Analytics: Data Cleaning, EDA, KPI Analysis, Trend Analysis
Tools: Excel, Power Query
Professional: Communication, Stakeholder Reporting, Data Storytelling

Projects

Customer Churn Analysis – Customer Risk Identification
Python, SQL, Power BI
- Analyzed ~7,000 customer records and identified high-churn segments accounting for **30–35%** of customers
- Identified revenue-at-risk patterns by linking churn probability with contract type and monthly charges
- Built Power BI dashboard reducing manual reporting and analysis time by **40%**

Maven Analytics – Business Performance Dashboard
Power BI, SQL
- Analyzed regional performance and identified top markets contributing **25%+** higher profit margins
- Designed KPI dashboard improving reporting visibility by **50%**
- Automated performance insights reducing manual Excel reporting effort by **35%**

Netflix Content Data Analysis
Python, Data Visualization
- Analyzed **6,000+** content records to study genre and release trends
- Identified post-2015 content growth increasing by **60%+**
- Created visual insights improving exploratory analysis efficiency

Industry / Academic Project

Strategic Impact of Generative AI on Retail & CPG
- Evaluated AI-driven operational use cases linked to KPIs such as service levels and cost optimization
- Analyzed performance impact of AI adoption in retail operations

Certifications

SQL for Data Analysis & BI (Udemy) — Power BI Dashboarding (Udemy) — Python for Data Analysis (In Progress) — Prompt Engineering (In Progress) — Tableau BI (Deloitte Forage)

Virtual Internships

BCG (AI Workflow) — Deloitte (Finance Analytics) — Tata (Data Analytics) — British Airways (Operational Analytics)

Education

MBA – Artificial Intelligence & Machine Learning — Dr. D.Y. Patil Vidyapeeth — 2024–2026
B.Sc. Microbiology — Bhavan's Vivekananda College — 2020–2023