

# Ankit Gahnoliya

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## Profile Summary

Business Analytics enthusiast with expertise in Python, SQL (MySQL, PostgreSQL), Power BI, and Excel. Skilled in data cleaning, EDA, KPI tracking, and dashboard creation to uncover trends and drive decisions. Proficient in advanced SQL, statistics, and first-principles problem-solving, with experience turning complex datasets into actionable business insights. Adept at identifying key drivers of business outcomes, proposing actionable solutions, and collaborating with cross-functional teams to align insights with strategic goals.

## Education

**Bachelor of Engineering in Smart Manufacturing**, IIITDM Jabalpur Nov 2022 – Aug 2026

- Relevant Coursework: Machine Learning, Data Structures, Relational Database Management Systems, Statistics, Business Analytics

## Technical Skills

- **Programming and Analytics:** SQL (MySQL, PostgreSQL), Python for advanced querying and analysis
- **Statistical and Analytical Techniques:** Applied statistics, probability, and trend analysis for insight generation
- **Libraries:** Pandas, NumPy, Matplotlib, Seaborn
- **Data Visualization and BI:** Power BI, Excel, Jupyter Notebook, Flask (for dashboard deployment)
- **Data Handling and Analysis:** Data cleaning, transformation, manipulation, EDA, Statistical analysis, trend analysis
- **Database Management:** MySQL, PostgreSQL

## Business Analytics Projects

### ZAPP Regional Sales Analysis

[GitHub link](#)

- Analyzed five years (2014 – 2018) of ZAPP USA sales data to identify top-performing products, regions, and sales channels, along with seasonal trends and revenue concentration risks.
- Designed an end-to-end data workflow using SQL for data extraction, Python (Pandas, NumPy) for cleaning and preprocessing, and Power BI for visualization and dashboarding.
- Conducted univariate, bivariate, time-series, and outlier analyses to uncover pricing patterns, budget mismatches, and high-value customer segments.
- Created an interactive Power BI dashboard connected to a SQL database, ensuring up-to-date insights on revenue, profit, budget performance, and market opportunities.

### OLA Data Analytics Project

[GitHub link](#)

- Analyzed OLA ride-hailing data using SQL to extract key business insights, including ride volume trends, booking status breakdowns, vehicle type performance, revenue patterns, and cancellation reasons.
- Designed and implemented Power BI dashboards with interactive charts, KPIs, and drill-through capabilities to visualize customer behavior, driver performance, and revenue distribution.
- Performed data cleaning, transformation, and modeling from Excel/CSV sources; created SQL views for recurring analytical queries to streamline reporting.
- Delivered actionable insights to identify peak demand periods, improve customer experience, optimize vehicle allocation, and enhance overall service performance.

### Diwali Sales Analysis using Python

[GitHub link](#)

- Performed comprehensive data cleaning and transformation to prepare raw datasets for analysis, ensuring accuracy and reliability for business decisions.
- Conducted exploratory data analysis (EDA) using Python (Pandas, NumPy, Matplotlib, Seaborn) to uncover customer behavior patterns and key engagement drivers.
- Identified high-value customer segments based on demographics (state, occupation, gender, and age group), similar to user cohort analysis in gaming for improving retention and personalization.
- Discovered top-performing product categories and items, providing actionable insights for revenue growth, targeted campaigns, and demand forecasting—paralleling monetization and feature optimization in mobile games.

## Achievements & Certifications

- Shortlisted (Top 31 nationwide) in the ongoing Tata Technologies InnoVent 2026 for “AI-powered Secure Driving,” selected from 2,822 projects.
- Google Data Analytics Professional Certificate (*Coursera*) [\[Link\]](#)
- HackerRank SQL – Basic, Intermediate, and Advanced [\[Link\]](#)
- Career Essentials in Business Analysis (*Microsoft & LinkedIn*) [\[Link\]](#)

## Volunteer Experience and Extra-Curricular Activities

- **The Jagriti Family** : Active participation in Jagriti(NGO associated with IIITDMJ focused on providing education to more than 200 underprivileged ).
- **The Carrom Club** : Active member of the Carror club of IIITDMJ.