ANURAG YADAV
DATA ANALYST

Profile

Highly skilled data analyst with **2 years of experience** in **SQL**, **Excel** and **Microsoft PowerBI**. Seeking a challenging role where I can utilize my analytical skills to extract insights from data and drive data-driven decision-making

Skills

Advance Excel
(VLOOKUP, Index, Match, Row, Charts, Pivot Table, Offset, Macros)

SQL
(DDL, DML, TCL, Having, Group By, Joins, Subquery, Window Functions, View, Constraints, Aggregate Functions)

Python Programming
(Basic commands of python, String, List, Tuple, Dictionary, Functions, Loops(If-else, For, While))
(Jupyter Notebook,Python libraries-Pandas, Numpy, Matplotlib)

PowerBI
(Power Query, Power Pivot, Power View,Power Map, Power Services, DAX, Filters,Data Modelling)

Team Player
Communicating with the team over a challenging task and taking ownership to complete it.

Contact

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📍 Rz-260C, Roshan Garden, Najafgarh
New Delhi
Pin Code-110043

Work Experience

❖ **Actiknow Consulting |Dec 2021 - Oct 2023 | New Delhi**

Data Analyst

- Extracted and modeled meaningful data in Excel as per client requirements. Researched and implemented VBA code, **reducing efforts by 20% and improving work efficiency by 50%(Automating the manual work)**. Analyzing workload patterns using charts that revealed peak periods monthly and quarterly basis. Resolving client queries related to output discrepancies across various fields. Evaluated daily progress with the team and addressed any issues, **resulting in a 50% reduction in the issues occurrence**. Provided guidance to the team and engaged with the client when encountering new insights in the data. Overall, these efforts streamlined data processing, enhanced efficiency and improved accuracy in delivering desired outputs to the client.

Projects

❖ **E-commerce Website Data Analysis.**

- Conducted customer segmentation using advanced clustering techniques, resulting in a **20%** increase in cross-selling and a **15%** improvement in customer retention.
- Analyzed and optimized the conversion funnel, leading to a **25%** increase in conversion rates and a **10%** boost in overall website revenue over a
- Developed informative dashboards and reports, enhancing data accessibility for stakeholders, resulting in a **30%** reduction in decision-making time and more agile marketing strategies.
- Demonstrated the tangible impact of data analysis on business outcomes, including a **15%** increase in year-over-year revenue and a **20%** rise in customer satisfaction scores, validating the effectiveness of data-driven strategies.

❖ **Customer Analysis Dashboard Using Power BI.**

- Perform data transformation and cleaning on a customer dataset(**CSV format**). Figure out the customer **Churn Rate**.Used different types of visuals to have a clear view on the customer information. Enabled data-driven decision-making and deeper understanding of customer behavior. Also applied row-level security on the prepared dashboard.
- **24.6%** was the overall **Churn Rate**.
- Customer having credit score **<400** and account balance **>200k** has the highest churn rate in comparison to others
- The churn rate was highest with in the age group of **51-60**

Education

❖ **B.Tech(EEE)**
Guru Gobind Singh Indraprastha University
New Delhi
(2016-2020)

❖ **Intermediate School(Science)**
Kamal Model Sr.Sec.School(C.B.S.E)
New Delhi
(2015-2016)

❖ **High School(General)**
Kamal Model Sr.Sec.School(C.B.S.E)
New Delhi
(2013-2014)