

Anurag Yadav

Data Analyst

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PROFILE

Accomplished data analyst with 2 years of experience in Business Intelligence\Data Analytics with proven experience in mining, interpreting and presenting. Proficient in Excel, Power BI, S.Q.L with a proven track record of leveraging data to drive business insights and optimize processes with technical approach. Strong communication and problem-solving skills, with a keen attention to details.

SPECIALIZED ABILITIES

Programming skills- Python (List, Tuple, Dictionary, Functions, Loops, Web scraping), Libraries [Pandas, Numpy, Matplotlib, Beautiful soup], VBA.

Database Skills- S.Q.L server, MySQL (Where & Having Clause, Joins, Subquery, CTE's, Window Functions, Stored Procedures, Aggregate Functions).

Data Reporting & Visualization- Microsoft Power Bi (Power Query, Power Pivot, DAX), Data Modelling, Advance Excel.

Statistical Analysis- Descriptive & Inferential Statistics (Hypothesis Testing), Excel (Macros, Index, Vlookup, Match, Ifs, Data Validation, Indirect)

Soft Skills- Communication skills, Team work, Ownership.

WORK EXPERIENCE

Actiknow Consulting Pvt LTD.

Data Analyst

Dwarka, New Delhi

Dec 2021 - Oct 2023

- Extracted and modeled meaningful data in Excel as per client requirements.
- Researched and implemented macros & VBA code.
- Leveraged business and technical acumen to develop strategies to automate and streamline processes.
- Improved team data quality and accuracy by 95% and reduced manual data entry by 80%, thereby enhancing work efficiency by 50%.
- Evaluated daily progress with the team and addressed any issues, resulting in a 30% reduction in issue occurrences.
- Analyzed workload patterns using charts, revealing peak periods monthly and quarterly.
- 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

Customer Retention Analysis: Uncovering Insights For Improved Customer Loyalty.

- Designed and executed complex SQL queries to extract data from multiple databases, resulting in a 25% reduction in data processing time
- Conducted customer segmentation analysis using advanced clustering techniques, resulting in a 20% increase in cross-selling and a 15% improvement in customer retention.
- Explored correlations between customer demographics, purchasing behavior, and retention rates.
- 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 in Power BI report. 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.
- Customers with a credit score <400 and account balance >200k have the highest churn rate in comparison to others.
- The churn rate was highest with in the age group of 51-60

EDUCATION

B.Tech

Guru Gobind Singh Indraprastha University
2016-2020

Intermediate School(Non-Medical)

Kamal Model Sr. Sec. School
2015-2016

High School(General)

Kamal Model Sr. Sec. School
2013-2014