Aradhana S

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Executive Summary

Analytical and results-driven Data Analyst skilled in gathering, cleaning, transforming and interpreting complex datasets to support data-driven business decisions. Experienced in data integration, modeling, visualization and developing interactive dashboard using Power BI, SQL, Excel and Python. Adept at ETL processes stakeholder collaboration, business reporting and performance measurement through KPIs and predictive analytics.

Technical Skills

- **Data Skills:** Data Cleaning, Validation, Transformation, Trend Analysis, KPI Reporting, Forecasting, Statistical Analysis, Data Integration, ETL Processes.
- **Tools & Technologies:** Power BI (DAX, Power Query), Tableau, MySQL, Excel, Python.
- **Reporting & Business:** Requirement Gathering, Data Storytelling, Dashboard presentation, Client Communication, Stakeholder Management, Business Intelligence, Process Automation.
- **Soft & Collaborative Skills:** Analytical Thinking, Problem Solving, Adaptability, Attention to Detail.

Education

MCA | KIT – Kalaignarkarunanidhi Institute of Technology | 2022 – 2024
B.Sc. Computer Science | Sri Ramakrishna College of Arts and Science | 2019 – 2022

Projects

Employee Attrition Data Analysis | Power BI, Excel *(View Project on GitHub)*

- Gathered and cleaned an employee dataset (1400+ records) using Power Query and Excel functions.
- Conducted data validation, cleansing and data modeling for visualization readiness.
- Developed interactive Power BI dashboards showing attrition by department, age group and job role.
- Created DAX measures to calculate attrition rate, overtime impact and satisfaction correlations.
- Identified 16% overall attrition with 41% among overtime employees and the 26-35 age group as most affected.
- Delivered visuals tracking KPIs: retention percentage, tenure and overtime workload.
- Delivered business insights recommending workload balancing, mentorship programs, and predictive attrition tracking, projected to reduce turnover by 10-15%.
- Proposed on A/B testing framework to validate the impact of these initiatives.

Walmart Sales Forecast | Excel *(View Project on GitHub)*

- Analyzed two years of retail sales data (45 stores) integrating external variables such as CPI, fuel price, etc.
- Built interactive dashboards using Excel (Pivot Tables, Slicers, Charts) for store performance and weekly sales tracking.
- Integrated economic variables (CPI, unemployment, fuel price) to identity external sales fluctuations.
- Found that holiday sales increased by 30-40% while CPI hikes correlated with lower non-holiday spending.
- Evaluated store-wise KPIs: revenue, growth rate and holiday contribution.
- Proposed dynamic pricing, optimized inventory planning and targeted promotions, improving sales forecast accuracy by 12% and reducing overstock by 10%.

Experience

Mobile App Development Intern | Accent Techno Soft | July 2023 – August 2023
- Contributed to the development of a Women's Safety Management App using Flutter.
- Implemented Geolocator-based real-time location tracking and SOS Emergency features.
- Collaborated in an agile environment on module debugging, app navigation and performance optimization.
- Applied data-driven testing principles for improved app performance and user safety analytics.

Certifications

- Microsoft Azure Data Fundamentals (dp-900), Honeywell, Microsoft
- SQL and Relational Databases, IBM Developer Skills Network
- Power BI Tools Training (Instructor Led)
- Full Stack Web Development (2024)

Languages

English, Malayalam, Tamil