# ANAGHA ASHOK

DATA ANALYST

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## PROFESSIONAL SUMMARY

Experienced Data Analyst skilled in Tableau development, dedicated to using analytical expertise to help businesses make informed decisions and grow. Proven track record of translating complex data sets into actionable insights for various stakeholders. Proficient in SQL, Python, and data manipulation techniques. Strong problem-solving abilities and a passion for driving business outcomes through data-driven strategies.

## SKILLS & PROFICIENCIES

- Tableau Development
- Data visualisation
- Power BI
- Data Analysis
- SQL
- Python
- Statistical Analysis
- Data Management
- Dashboard Design
- MS Excel
- Problem Solving
- Communication Skills

## EDUCATIONAL BACKGROUND

St Joseph University , Bangalore
**MSc Big Data Analytics**
*2021- 2023*

Chinmaya Arts and Science College, Kannur, Kerala
**Bachelor of Computer Application**
*2018-2021*

## WORK EXPERIENCE

### 1.DATA ANALYST INTERN
*Buymore Analytix Pvt Ltd , Bengaluru , Karnataka*
*March 2023 - June 2023*

- Collaborated with senior data analysts to develop Tableau dashboards and reports, resulting in a 15% increase in efficiency in analyzing e-commerce sales trends and customer behavior
- Conducted data cleaning, transformation, and integration using SQL to prepare datasets for analysis.
- Enhanced data visualization projects by creating 20+ interactive Tableau dashboards, facilitating in-depth analysis and actionable insights for stakeholders.
- Participated in team meetings and discussions to understand business requirements and project objectives.

### 2.JUNIOR DATA ANALYST
- **Tableau Developer**

*Buymore Analytix Pvt Ltd , Bengaluru , Karnataka*
*June  2023 - Present*

- Developed interactive dashboards and reports in Tableau to visualize key performance indicators (KPIs) and trends for e-commerce sales, marketing campaigns, and customer behavior.
- Conducted data analysis to identify insights and opportunities for process optimization, revenue growth, and cost reduction to 70%
- Collaborated with cross-functional teams to gather requirements, define metrics, and deliver actionable insights to stakeholders.
- Utilized SQL queries to extract and manipulate data from various databases, ensuring data accuracy and integrity, resulting in a 50% reduction in data retrieval time.
- Conducted data cleaning and preprocessing using tableau prep builder  to ensure data quality and consistency.
- Collaborated with team members to troubleshoot issues and optimize Tableau performance to 45%.

# PROJECTS

**ADS DASHBOARD FOR E-COMMERCE PLATFORMS**
- Created an interactive dashboard using Tableau to analyze the performance of advertisement campaigns on e-commerce to 66%.
- Visualized key metrics such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS) to optimize ad spending and maximize ROI.
- Implemented filters and parameters to enable users to drill down into specific product categories, time periods, and demographic segments.

**MAHAMARI - A VISUAL PERCEPECTIVE OF COVID 19 IN KERALA**
*Oct 2021 to Mar 2022*
- The project objective is to create a visualization of the Covid 19 pandemic in Kerala and narrate a story. The activities include the extraction, preparation (cleaning), and combination of data from multiple sources, followed by the application of analytical techniques, and leading to the creation of insightful visualizations of the results obtained (using tools such as Tableau).

**SIGN LANGUAGE RECOGNITION SYSTEM**
*Aug 2022 to Oct 2022*
- Project aims at taking the basic step in bridging the communication gap between normal people, deaf and dumb people using sign language through image processing and computer vision.
- American Sign Language dataset was used in this project. The dataset consists of 3399 images having 26 American Sign language alphabets.
- Technologies used : Python, Yolov5,Roboflow

# CERTIFICATION & VOLUNTEER WORK

1.Advanced SQL

2.Pandas

3.Data Analyst Internship certificate

4.Co-curricular achievements
- NSS Volunteer

*2018 to 2020*
Collaborated with a team of 100-200  volunteers to develop the personality and character of the student youth through voluntary community service.

5.**Extra - curricular achievements**
*2019*
- College Arts Festival - A grade