Atharva Athanikar

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Education

Dr. D. Y. Patil Institute Of Technology, Pimpri	2021 – 2025
BE - Computer Engineering, SGPA - 8.4 / 10	*Pimpri, Maharashtra*
Vidya Valley North Point Junior College, Chikhali Pradhikaran	2021
12th HSC, Percentage - 87%	*Chikhali Pradhikaran, Maharashtra*
Dhaniraj Madhyamik School, Wakad	2019
10th SSC, Percentage - 79%	*Wakad, Maharashtra*

Experience

Dentsu Global Services   Jul 2025 – Dec 2025
Analyst   *Pune, Maharashtra*

- Contributed to various data analysis projects, including Indian Airlines, Meta Ads, Credit Card Transactions, Spotify, Uber, Sales Performance and Electric Vehicle Data Analysis using advanced analytical tools and methodologies.
- I had gained proficiency in Excel, Power BI, and other analytical platforms to extract insights, perform statistical analyses, and develop visualizations that facilitated data-driven decision-making and business strategy formulation.
- I am actively refining my skills in network building, communication, and time management to improve project execution and foster better collaboration across various teams.

EdgeVerve Systems   Feb 2025 – Jun 2025
Systems Engineer Intern   *Pune, Maharashtra*

- I had contributed to the HDFC Interface Simulator project, using Java, Spring Boot, and REST APIs to manage how responses are routed based on different user conditions.
- I had set up logic to handle responses, ensuring that users either received a custom response if certain conditions were met, or a default response from the bank if not.
- I have developed key skills, including network building, communication, and time management, to enhance project execution and collaboration within cross-functional teams.

Technical and Soft Skills

Languages : C++, Java, Python, C++, HTML5, CSS3, Javascript
Database : MySQL, MS SQL Server, PostgreSQL, Oracle SQL
Libraries : Numpy, Pandas, Seaborn, Matplotlib, Scikit-Learn, Tensorflow, Keras
Software Tools : Microsoft Power BI, Jupyter Notebook, Tableau, Eclipse IDE, VS Code, MS Office, GitHub, Postman
Fundamentals : Data Science, AI, Big Data Analytics, DBMS, Machine Learning, Computer Networks and Security
Soft Skills : Communication, Decision Making, Network Building, Time Management, Teamwork, Leadership, Adaptability

Projects

Customer Shopping Behavior Analysis using SQL, Python and Power BI

- Developed a dynamic dashboard to visualize customer behaviors, sales trends, and demographics, offering a clearer view of business performance using Power BI.
- Provided insights into revenue performance by category, age group, and subscription status, using Python and SQL, enhancing decision-making and business strategy.
- Identified profitable customer segments and sales patterns, utilizing external factors to improve marketing and product development strategies.

Meta Ad Performance Dashboard

- Identified trends and patterns in key KPIs to optimize budget allocation across Facebook and Instagram, improving overall campaign efficiency.
- Delivered actionable insights that enhanced engagement rate, CTR, and conversion rate through refined targeting strategies and creative optimization.

- Developed intuitive, data-driven visual reports that simplified complex performance data using Power BI, enabling stakeholders to make informed, strategic decisions.

India Domestic Airline Flight Trends and Insights
- Conducted a comprehensive analysis of domestic flight routes, identifying the longest and shortest flight paths to optimize scheduling and improve operational efficiency.
- Analyzed total flight counts and traffic trends for major domestic routes, identifying peak travel periods and high-demand routes to enhance resource allocation and route planning.
- Determined the maximum ticket price across various flight routes, revealing pricing trends and providing actionable insights to optimize pricing strategies and maximize revenue.

Spotify YouTube Music Data Analysis
- Analyzed key performance indicators (KPIs) like views, likes, comments, and streams growth to assess music channel performance using Python and SQL.
- Developed Power BI dashboard to visualize top-performing channels and compare engagement metrics such as views, likes and watch time.
- Provided data-driven insights and recommendations to optimize content strategy and increase engagement across music channels.

Credit Card Transactions Analysis for Consumer Behavior
- The company needed to better understand consumer spending patterns and behaviors from transaction data to drive targeted marketing.
- Analyzed credit card transaction data using Power BI, AI and Excel to identify consumer behavior trends, focusing on high-value customers and seasonal spending patterns.
- Enhanced sales performance and marketing strategies by thoroughly analyzing and optimizing product offerings and customer segmentation to drive more targeted campaigns and increase overall engagement.

Sales Performance Dashboard Development and Analysis
- Developed a Sales Overview Dashboard using Power BI to analyze and compare Sales, Profit, and Quantity data across Central, East, South, and West regions of the USA, providing insights into regional performance trends.
- Performed Year-over-Year (YoY) analysis of key KPIs (Sales, Profit, Quantity), identifying growth trends and areas for improvement to drive data-driven decision-making.
- Delivered actionable insights to marketing and sales teams by optimizing regional strategies based on performance comparisons, contributing to improved business outcomes.

Uber Trip Data Insights and Optimization
- Uber needed a comprehensive analysis of booking trends, revenue, and trip efficiency to drive data-driven decisions for pricing and customer satisfaction.
- Developed a Power BI dashboard to analyze key performance indicators (KPIs) such as total bookings, revenue, trip distance, and duration, providing real-time insights for stakeholders.
- Increased booking efficiency by leveraging data-driven insights to optimize booking trends, while improving revenue forecasting through advanced data analytics.

Certification

- AI Aware Program - Dentsu University - Oct 2025

- Ascent: Snowflake Platform Training - APAC - Snowflake - July 2025

- Finacle General Basic - Infosys - May 2025

- Data Privacy and Privacy by Design Foundation (DPO Official) - Infosys - Feb 2025

- Big Data Computing - NPTEL - Nov 2024

- Tableau Desktop Specialist + Data Analyst Certification - Udemy - Jun 2024

- Master Data Management for Beginners - TCS ION - Feb 2024

- Data Visualization Tools Workshop : Power BI and Tableau - Dr. D. Y. Patil Institute of Technology, Pimpri - Feb 2024