

Atharva Athanikar

Rahatani, Pune

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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 – Present

Analyst

Pune, Maharashtra

- I had contributed to multiple data analysis projects, including Uber Trip Data Analysis, Blinkit Sales Revenue Analysis, Credit Card Transaction Records, Superstore Sales Performance and Electric Vehicle Data Analysis, utilizing 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 – June 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, 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, Collaborative, Time Management, Teamwork, Leadership, Adaptability

Projects

Marketing Data Insights

- Analyzed marketing campaign performance to identify areas for optimizing spend, impressions and clicks for improved ROI.
- Utilized Power BI and Excel to track and analyze key performance indicators (KPIs) including spend, impressions, total clicks, CPC, and CTR, creating reports to generate actionable insights for optimizing marketing strategies.
- Achieved a 10% reduction in Spend and a 20% increase in campaign ROI over a 2 year period through data-driven recommendations.

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.

- Enabled a 20% increase in booking efficiency, improved revenue forecasting by 15%, and optimized pricing models, leading to a 13% boost in customer satisfaction.

Blinkit Sales Revenue Analysis

- Blinkit required a reliable system to accurately forecast sales revenue and assess the various internal and external factors impacting its performance, including market trends, customer behavior, and seasonal fluctuations.
- Analyzed historical sales data using Excel and Power BI, building forecasting models to predict revenue trends. Integrated sales data with market factors to derive actionable insights.
- Achieved 20% improvement in sales revenue prediction accuracy and provided actionable insights that led to a 10% increase in overall sales.

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.
- Uncovered insights that led to a 35% increase in targeted marketing engagement and a 15% increase in customer retention rates.

SuperStore Sales Performance and Trend Analysis Dashboard

- The SuperStore required a comprehensive dashboard for tracking sales performance across multiple product categories.
- Built a dynamic, interactive sales dashboard using Power BI, aggregating sales data from multiple sources for real-time analysis. Focused on key performance indicators (KPIs) such as sales growth, product performance, and regional trends.
- Increased decision-making speed by 44% and improved sales strategy adjustments, resulting in a 17% increase in monthly sales.

Electric Vehicle Data Analytics for Performance and Market Trends

- There was limited data-driven insight into electric vehicle performance and market trends, hindering strategic decisions for manufacturers.
- Collected and analyzed EV data using Power BI and Excel to assess vehicle performance, user behavior, and market demand trends. Integrated predictive analytics for future performance forecasting.
- Improved performance optimization by 16% and contributed to a 20% reduction in energy consumption based on insights from the data.

Certification

- 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