

# Atharva Athanikar

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## Professional Summary

A Data Analyst at Dentsu Global Services, proficient in Power BI, Tableau, Excel, SQL, and Python. Skilled in building interactive dashboards, analyzing large and complex datasets, and delivering actionable insights across sales, marketing and customer behavior domains. Experienced in KPI tracking, trend analysis, and reporting, providing data-driven recommendations to support strategic business decisions, optimize performance, identify growth opportunities, and enhance overall operational efficiency.

## Experience

<b>Dentsu Global Services</b> Analyst	Jul 2025 – Dec 2025 Pune, Maharashtra
<ul style="list-style-type: none"><li>Conducted end-to-end data analysis across multiple domains including Indian Airlines, Meta Ads, Credit Card Transactions, Spotify and Electric Vehicles to identify trends, patterns, and actionable business insights.</li><li>Performed data cleaning, transformation, and aggregation using SQL and Excel, and developed interactive dashboards in Power BI to track key performance indicators (KPIs) and support data-driven decision-making.</li><li>Collaborated with stakeholders to understand reporting requirements, translate business questions into analytical solutions, and deliver structured insights supporting performance optimization and strategic planning.</li></ul>	Feb 2025 – Jun 2025 Pune, Maharashtra

## Academic Projects

<b>Customer Behavior and Revenue Analytics</b>	<ul style="list-style-type: none"><li>Analyzed customer purchase behavior, demographics, and sales data to understand buying patterns and overall business performance across multiple dimensions.</li><li>Developed interactive dashboards using Power BI and performed data analysis using SQL and Python to evaluate revenue trends by category, age group, and subscription status.</li><li>Identified high-value customer segments and recurring sales patterns, providing data-driven insights to support targeted marketing strategies and product optimization.</li></ul>
<b>Consumer Spending and Credit Card Transaction Analysis</b>	<ul style="list-style-type: none"><li>Examined large-scale credit card transaction datasets to understand consumer spending behavior and purchasing patterns across different customer segments.</li><li>Performed data cleaning, aggregation, and analysis using SQL, Power BI, and Excel to identify seasonal trends, high-value customers, and transaction anomalies.</li><li>Generated actionable insights to support targeted marketing initiatives and improve customer segmentation, contributing to more data-driven business decisions.</li></ul>
<b>Electric Vehicle Market Trends and Adoption Analysis</b>	<ul style="list-style-type: none"><li>Analyzed electric vehicle datasets to study adoption trends, regional growth patterns, and key factors influencing the expansion of the EV market.</li><li>Utilized SQL and Python for data analysis and built interactive Power BI dashboards to visualize EV sales trends, charging infrastructure distribution, and market performance.</li><li>Provided data-driven insights to support strategic planning and policy-oriented decision-making related to sustainable transportation and electric mobility.</li></ul>

## Airline Operations and Pricing Insights Analysis

- Conducted analytical assessment of domestic airline route data to identify high-traffic corridors, route efficiency, and operational performance trends.
- Analyzed flight frequency, peak travel periods, and ticket pricing patterns to support data-driven route planning and pricing optimization strategies.
- Delivered insights aimed at improving scheduling efficiency, optimizing pricing decisions, and enhancing overall revenue management for airline operations.

## Music Streaming Platform Performance Analytics

- Analyzed platform engagement metrics such as views, likes, comments, and streaming growth to evaluate content performance across music channels.
- Developed dashboards to compare top-performing channels and visualize audience engagement trends, content effectiveness, and growth patterns.
- Provided data-driven recommendations to optimize content strategy, improve audience engagement, and enhance overall platform performance.

## Technical and Soft Skills

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**Languages:** Python, SQL, Java, HTML5, CSS3, JavaScript

**Databases:** MySQL, MS SQL Server, PostgreSQL, Oracle SQL

**Libraries:** Pandas, NumPy, Matplotlib, Seaborn, Scikit-Learn

**Analytics Tools:** Microsoft Power BI, Tableau, Microsoft Excel, Jupyter Notebook

**Data Analytics Skills:** Data Cleaning, Data Validation, Exploratory Data Analysis (EDA), KPI Reporting, Dashboard Development, Business Insights

**Version Control & Utilities:** GitHub, VS Code, Postman

**Soft Skills:** Communication, Problem Solving, Time Management, Teamwork

## Publications

### IEEE CONECCCT 2025

*Detection of Sapodilla Fruit Diseases Using EfficientNet V2 Large: A Comprehensive Approach for Agricultural Automation*

- Developed an EfficientNet V2 Large-based deep learning model to automatically detect and classify sapodilla fruit diseases using a self-collected dataset of 1,200 images from Rahu, Pune, Maharashtra.
- Achieved 99.17% training accuracy and 97.08% validation accuracy through optimized model training and evaluation techniques.
- Enabled early disease detection and precision agriculture, helping reduce crop losses, improve yield quality, and support data-driven decision-making for farmers.

## Certification

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- AI Aware Program - Dentsu University - Oct 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
- Data Visualization Tools Workshop : Power BI and Tableau - Dr. D. Y. Patil Institute of Technology, Pimpri - Feb 2024

## Education

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**Dr. D. Y. Patil Institute of Technology, Pimpri**

Bachelors of Engineering - Computer Engineering, CGPA - 8.4 / 10

2021 - 2025

Pune, Maharashtra India