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| Data Analyst/ Business Analyst  Atul Sample | +91 1111 2222 | atsample@gmail.com  <https://www.linkedin.com/AtulSample/>  <https://portfoliosample.com/>  Pune, India |

# Skills

* SQL (SQL Server, Oracle, PostgreSQL)
* Python (Pandas, NumPy, SciPy, Matplotlib, Seaborn)
* Microsoft Power BI
* Excel (VLOOKUP, Conditional Formatting, Pivot Tables)
* Microsoft AWS
* Jupyter Notebook
* Tableau
* Agile, JIRA, ServiceNow

# Projects

Footwear Products Eda – Personal Project Jun 2023

* Utilized **Python** to analyze 3000 footwear products listings and gain insights on which products is having high demand.
* Implemented **Regex** techniques to the product variations, customer expectations to acquire business requirements.
* Aggregated and visualized the data by using **pandas, matplotlib, seaborn** & **Scipy** to compile a professional visualization.

Bicyle Manufacturing dashboard – Virtual Client’s Project May 2023

* Created a dashboard with **Power Bi** to help client to gain insights about the products performance.
* Transformed and processed client’s data by using **DAX** and **Excel** to ensure data completeness and validity
* Provided technical insights on how the client can fully utilize their data by introducing different technologies

sentiment analysis on Cab riding experience – Personal Project Jan 2023

* Utilized **Python** to perform sentiment analysis of customers on 12,000 cab reviews of three major cab providers
* Performed data cleaning and text analysis to successfully identified the major complaints for each cab providers
* Applied regression and machine learning to produce a final model with an accuracy of 88% and lift of 34%

Customer Sales Analysis – Personal Project Nov 2022

* Utilized **SQL** to extract data from 8 different related tables from customer sales databases using **JOIN** and **VIEW**
* Transformed and filtered data by using aggregating and filtering function to improve reporting process
* Loaded and visualized data with **Python** to identify key business intelligences that can improve sales performance

# Work Experience

Marketing analyst **–** Bajaj Finserv **–** MumbaiMarch 2021 - October 2021

* Conducted in-depth market research & data analysis, identifying customer trends contributing to targeted markets which increased customer engagement by 15%.
* Implemented a new reporting using Excel Pivot and VBA which help reduced processing time by 50%
* Collaborated with cross-functional teams to develop and maintain customer databases, ensuring data accuracy and integrity while also automating data extraction process, reducing manual workload by 20%.
* Assisted in creating marketing reports & dashboards using Excel and Power BI to support data driven decisions.

Account Executive – S&P Associates – Kolhapur December 2019 - February 2021

* Implemented comprehensive financial audit for high-profile client, identified cost-saving opportunities resulting in 10% reduction in operational expenditure.
* Managed portfolio of client accounts, fostering strong client relationships and consistently exceeded targets by 15%.
* Contributed in a innovative team to streamline the financial reporting process, integrated advanced analytics, resulted in reducing the reporting time by 30%

# Education

Bachelor of Engineering – Savitribai Phule Pune University, India June 2014

Majors: Computer Science