

# LAVUDIYA BALU

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## PROFESSIONAL SUMMARY

Entry-level **Data Analyst** experienced in working with **SQL, Excel, Power BI, and Python** to clean, analyze, and report structured datasets. Hands-on experience in **data validation, exploratory data analysis (EDA), KPI tracking, and dashboard creation**. Worked with **relational databases** and reporting workflows to support **business analysis and decision-making**. Seeking a **Junior / Entry-Level Data Analyst** role.

## TECHNICAL SKILLS :

**Power BI** – Dashboard creation, KPI tracking, data modeling, DAX calculations, Power Query transformations  
**Excel (Advanced)** – Data cleaning, Pivot Tables, XLOOKUP/VLOOKUP, formulas, reporting and validation  
**SQL (MySQL, PostgreSQL)** – SQL queries, joins, subqueries, aggregations, filtering, relational databases  
**Python** – Data analysis using Pandas and NumPy, basic statistical analysis  
**Data Analysis** – Data cleaning, validation, EDA, insight generation, business metrics reporting  
**Data Visualization** – Dashboards, charts, filters, slicers, reporting outputs  
**ETL Concepts** – Data extraction, transformation, structured datasets  
**Tools** – Power BI Service, Jupyter Notebook, GitHub

## PROJECT EXPERIENCE :

### PhonePe Digital Payments Analysis

*Power BI, Excel*

- Analyzed digital payment datasets to identify **transaction trends, user growth, and regional patterns**.
- Cleaned and validated data using **Power Query** to ensure reporting accuracy.
- Built dashboards tracking **KPIs and performance metrics**.
- Generated reports used for **business analysis**.

### Amazon Sales Performance Analysis

*Power BI, Excel*

- Analyzed sales datasets to track **revenue trends, order volume, and product performance**.
- Performed data cleaning and validation to improve **data accuracy**.
- Created dashboards to support **sales and operational reporting**.

### Cricket Performance Statistics Analysis

*Power BI, Excel*

- Analyzed match-level datasets across multiple formats.
- Performed **EDA and statistical analysis** to identify performance trends.
- Built visual reports highlighting **consistency and year-wise metrics**.

## EDUCATION:

**Bachelor of Technology (B.Tech)** – Electronics & Communication Engineering  
Nova College of Engineering & Technology, Hyderabad

## CERTIFICATION:

- **Data Analyst 101** – Simplilearn [Link](#)