

PROFESSIONAL SUMMARY

Detail-oriented Data Analyst with hands-on experience in reporting automation, KPI tracking, and large-scale data validation. Skilled in SQL, Power BI, Excel, and data visualization to deliver actionable business insights. Adept at cross-functional collaboration, maintaining data accuracy, and supporting operational reporting for decision-making in fast-paced environments.

TECHNICAL SKILLS

**Data Tools:** Power BI (DAX, Dashboarding), Tableau, Excel (Power Query, PivotTables, VLOOKUP/XLOOKUP).  
**Languages:** SQL (MySQL, BigQuery), Python.  
**Analytics:** Data Mapping, Process Documentation, Data Cleaning, Data Transformation, ETL, Data Integrity  
**Other Skills:** KPI Reporting, Root Cause Analysis, Documentation, Data Architecture, Business Intelligence, Data Integrity, Financial Analysis.  
**Statistical Methods:** Regression Analysis, Hypothesis Testing, Time Series.

EXPERIENCE

Unified Mentor Pvt. Ltd.

Aug 2024 - Feb 2025

Data Analyst Intern

Remote

- Automated KPI extracts in SQL and Excel, saving over 15 hours/month and accelerating decision cycles by 60%.
- Resolved SQL ETL defects and standardized validation checks, reducing data inaccuracies by 53% and ensuring compliance for downstream reporting.
- Optimized Power BI/DAX queries, reducing dashboard load time by 18 seconds and boosting adoption across 4 business units.
- Centralized multi-source data aggregation (SQL + Excel Power Query), creating scorecards that cut ad-hoc requests by 35%.

PROJECTS

Sales Data Analysis [Excel][GitHub Repo](#)

- Consolidated multi-sheet sales data using Power Query, PivotTables, and XLOOKUP to enforce data validation rules, improving accuracy and enabling 25% better demographic targeting for campaigns.
- Built an interactive KPI dashboard with region, product, and time slicers; surfaced top-quartile markets and shifted marketing spend mix, driving 20% lift in focus markets.
- Documented transformation logic and data dictionary, reducing onboarding time for analysts and standardizing weekly reporting.

Stock Market Trend Analysis [SQL, Power BI][GitHub Repo](#) | [Dashboard](#)

- Engineered SQL pipelines for price, volume, and moving averages; detected seasonal peaks and high-liquidity phases, increasing pattern detection accuracy by 30% for volatility reporting.
- Designed Power BI KPIs and DAX measures for trend tracking; automated refresh and alerting, cutting decision time by 40% for stakeholder reviews.
- Implemented data quality checks (nulls, outliers, schema drifts) and lineage documentation, reducing rework cycles and improving trust in published reports.

Credit Card Behavior Analysis [Python, Power BI][GitHub Repo](#) | [Dashboard](#)

- Segmented customers via Python-based behavioral clustering; enhanced targeting of high-value cohorts by 27% and tied insights to offers strategy.
- Integrated spend-to-income ratio into DAX visuals; improved executive decision accuracy by 32% with dynamic drill-through dashboards.
- Proposed and delivered actionable, data-backed strategy for custom product offers, resulting in increase in pilot adoption and improved contract outcomes.

EDUCATION

Maulana Abul Kalam Azad University of Technology (MAKAUT)

June 2022

Bachelor of Technology in Mechanical Engineering

West Bengal, India

CGPA: 8.66

CERTIFICATIONS

- Google Data Analytics Professional Certificate (Coursera)
- Google Advanced Data Analytics Professional Certificate (Coursera)