

# DEBABRATA SAHU

## DATA ANALYST

### PROFESSIONAL SUMMARY

Data Analyst Fresher with strong knowledge of SQL, Python, Excel, and data visualization tools like Power BI and Tableau. Skilled in data cleaning, exploratory analysis, dashboard creation, and presenting insights clearly. Strong problem-solving abilities, analytical thinking, and eagerness to apply data-driven decision-making in a real-world business environment. Looking for an entry-level role to grow and contribute as a data analyst.



sahuanalyst@gmail.com +91 6372657592 [in linkedin.com/in/debabrata-sahu-7a1555240](https://www.linkedin.com/in/debabrata-sahu-7a1555240) [github.com/Debabrata-009](https://github.com/Debabrata-009)

### TECHNICAL SKILLS

- **Programming:** Python (Pandas, NumPy, Matplotlib, Seaborn).
- **Databases:** SQL (MySQL, SQL Server), SQLite3
- **Visualization:** Power BI, Tableau, Excel (Pivot Tables, VLOOKUP).
- **Soft Skills:** Storytelling, Critical Thinking

### KEY PROJECTS Customer Churn Analysis for E-Commerce | Python, Advanced SQL, Data Visualization

- Analyzed 100k+ order records from a Brazilian E-Commerce platform (Olist) to identify key drivers of customer attrition.
- Engineered a comprehensive Analytics Base Table (ABT) using complex SQL Window Functions to calculate Recency, CTE (Common Table Expression), Frequency, and Monetary (RFM) metrics.
- Conducted deep-dive exploratory analysis to pinpoint the correlation between delivery delays and customer churn, recommending logistics improvements to stakeholders.

### Revenue Optimization for Transport Services | Python, Hypothesis Testing

- Analyzed payment behaviours of 6 million+ taxi trips to investigate revenue drivers.
- Conducted A/B Testing and T-tests to validate the hypothesis that credit card payments lead to significantly higher fare amounts than cash.
- Delivered data-backed recommendations for driver incentives, projecting a potential revenue increase of 15%.

### Insurance Cross-Selling Strategy Analysis | Python, Seaborn, EDA

- Performed customer segmentation on health insurance data to identify cross-selling opportunities for vehicle insurance.
- Visualized demographic trends using Seaborn to pinpoint high-conversion segments (e.g Age 30-45).
- Recommended a targeted marketing strategy expected to reduce customer acquisition costs.

### Education

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| • B.Tech in Computer Science and Engineering | 2021-2025 |
| GIET University                              | 7.14 CGPA |
| • Intermediate in science                    | 2019-2021 |
| AIMS Higher Secondary School                 | 75%       |

### Certifications Certificate in Data Analytics | NareshIT , Hyderabad

