

# Palak Mishra

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## SUMMARY

Data Analyst with 2.3 years of professional experience and strong skills in **Python, SQL, Power BI, Excel**, and statistical analysis. Experienced in building interactive dashboards, performing end-to-end data cleaning, executing analytical workflows, and uncovering insights that support business decisions. Former background in application development strengthened my data handling, debugging, API data interpretation, and cross-functional problem-solving skills.

Actively upskilling and ready to contribute as a Data Analyst immediately.

## COMPETENCIES

**Data Analytics:** Python, SQL, Pandas, NumPy, Excel, EDA  
**Visualization:** Power BI, Tableau, Seaborn, Matplotlib  
**Frontend Development:** ReactJS, JavaScript, HTML5, CSS3, Tailwind, Material UI  
**Tools:** GitHub, VS Code, Jupyter, API Integration, JSON Parsing  
**Soft Skills:** Communication, Analytical Thinking, Problem Solving, Collaboration

## EXPERIENCE

**Programmer Analyst**  
**Cognizant Technology Solutions, Bengaluru, India**  
Jan 2023 – Apr 2024

- Analyzed structured and API-based datasets to identify data inconsistencies, validate schema fields, and ensure accurate UI representation across workflows.
- Used SQL queries to validate backend data, filter records, and troubleshoot logic-related issues impacting data-driven features.
- Performed root-cause analysis on data discrepancies using system logs and trend observations.
- Collaborated with backend and product teams to refine data models, validate KPIs, and ensure accuracy in business logic.
- Transformed raw API responses into structured datasets for testing, validation, and analytical assessments.
- Documented data flows, dependencies, and transformation logic to support analytics and reporting teams.

**Programmer Analyst Trainee**  
**Cognizant Technology Solutions, Bengaluru, India**  
Jan 2022 – Jan 2023

- Underwent intensive technical training involving data manipulation, SQL fundamentals, and structured data handling.
- Assisted in validating data captured from UI workflows and performed debugging based on data-level inconsistencies.
- Gained exposure to database operations, query writing, and feature-level data analysis.
- Participated in requirement analysis and understanding business rules, KPIs, and data dependencies in web applications.

## PROJECTS

### Sales Performance & Revenue Insights Dashboard

**Tools:** Power BI, SQL, Excel

- Analyzed **45,000+ sales records** across regions, segments, and product categories to identify revenue drivers and low-performing areas.
- Built a **star schema data model** and created DAX measures for profit, YoY trends, growth variance, and customer value metrics.
- Designed interactive dashboards visualizing revenue trends, seasonal demand, discount impact, and top product contributors.
- Identified that **20% of SKUs generate 72% of revenue**, recommending discount and inventory optimization strategies.

### Financial Forecasting & Expense Optimization Using Python

**Tools:** Python, Pandas, NumPy, Matplotlib, Statsmodels

- Cleaned & prepared **5 years of financial data** to analyze spending patterns, revenue variability, and operational cost structure.
- Built ARIMA/Prophet forecasting models achieving **93% accuracy** in predicting monthly expenses and future financial trends.
- Identified key cost contributors—marketing, logistics, SaaS tools—responsible for **60% of annual expenditure**.

- Visualized historical spending patterns to detect seasonality, anomalies, and high-risk overspending intervals.
  - **Collaborated insights into an executive-level report with cost-control recommendations, enabling data-driven budgeting and long-term financial planning.**
  - Recommended optimization strategies projected to reduce operational cost by **10–15% annually**.
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## Employee Performance, Attrition & Engagement Analytics

Tools: Power BI, SQL, Excel, Python

- Processed **10,000+ employee records** to analyze performance, tenure, salary structure, and attrition drivers across departments.
- Built SQL-based segmentation to identify high-risk employee clusters by performance rating, tenure buckets, salary bands, and job roles.
- Designed a **Power BI dashboard with 15+ KPIs**, including attrition risk score, tenure-to-performance mapping, departmental churn, and engagement indicators.
- Identified that employees with **low performance ratings + <2 years tenure** were **3.1× more likely** to resign, enabling targeted HR interventions.
- **Created a detailed insights report with recommended actions on retention, performance improvement, and compensation restructuring, supporting HR leadership in data-driven decision making.**

## EDUCATION

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**Master of Computer Applications (MCA)** — CSJMU, 2018-2021

**Bachelor of Computer Applications (BCA)** — CSJMU, 2015-2018

## ACHIEVEMENTS

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- Appreciated for delivering efficient solutions, fast learning ability, and strong collaboration skills during Cognizant tenure.

## Certifications

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React - The Complete Guide (Udemy, 2024)