

DHANALAKSHMI S

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Detail-oriented and analytical professional with **2+ years of experience in organizing and streamlining business operations**, now transitioning into the field of **Data Analytics**. Skilled in **SQL, Power BI, Excel**, and possess a foundational knowledge of **Python**. Experienced in interpreting operational data to generate meaningful reports and insights that support business efficiency. Passionate about using data to solve real-world problems and improve organizational performance through **data-driven strategies**.

TECHNICAL SKILLS

- Data Analysis Tools:** Power BI, Excel (VLOOKUP, Pivot Tables, Conditional Formatting), Power Query, Data Validation
- Databases & Languages:** SQL (MySQL), Python (Pandas)
- Data Analytics Concepts:** Data Cleaning, Data Modeling, Data Validation, DAX, Business Acumen
- Soft Skills:** Communication, Critical Thinking, Problem-Solving

WORK EXPERIENCE

Advertising sales support Analyst - Intern Comcast CIEC, Chennai	01/2023 - Present
<ul style="list-style-type: none">Managed and optimized advertising campaigns for political, gaming, and retail clients.Coded and debugged linear and digital ads, ensuring quality and compliance with client standards.Coordinated ad placements to ensure timely execution and reporting.	

PROJECT

Retail Store Sale Analysis SQL Excel sales store analysis
<ul style="list-style-type: none">Cleaned and transformed 7K+ raw transactional records by removing duplicates, correcting data types, and standardizing values to ensure high data quality and consistency.Wrote advanced SQL queries using CTEs, window functions, and CASE logic to identify top products, peak sales times, customer segments, and return/cancellation trends.Uncovered actionable insights like ₹1.64M in total revenue, preferred payment modes, and high-return product categories—helping inform product, marketing, and sales strategies.
Shopify Analysis Power BI Excel Dashboards
<ul style="list-style-type: none">Developed an end-to-end Power BI solution by transforming 7,000+ Shopify transaction records into a dynamic dashboard that enabled real-time tracking of sales, customer behavior, and marketing ROI.Built scalable data models and KPIs through robust ETL processes (cleaning, normalization, relationship mapping), delivering key insights like Net Sales (₹4 Cr), Repeat Rate (46%), CLTV (₹78K), and Units Sold (8K+) to guide business decisions.Enhanced user experience and insights with advanced DAX, customer segmentation, funnel visualization, and interactive elements—resulting in targeted retention strategies, conversion optimization, and increased stakeholder adoption

EDUCATION

Master of Science in Information Technology	06/2024 – 07/2026
University of madras	
Bachelor of Science in Computer Science	08/2021 – 07/2022
Veltech Ranga sanku Arts and Science college	

CERTIFICATION

- Excel – Codebasics | [Certificate](#) |
- Power BI – Codebasics | [Certificate](#) |
- SQL – Codebasics, HackerRank | [Certificate](#) |