DHANALAKSHMI S

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A results-driven professional transitioning from an advertising sales support role to data analytics, leveraging strong analytical and problem-solving skills. Proficient in Excel, Power BI, Python, SQL, and statistics, with hands-on experience in creating reports, dashboards, and visualizations to support data-driven decision-making. Adept at transforming raw data into actionable insights to improve business performance. Eager to contribute to a dynamic team and deliver impactful solutions in the data analytics field.

TECHNICAL SKILLS

• Power BI Desktop	• Excel	• SQL	• Data Modelling
• Power BI Service	• VLookup	• MySQL	• Data Visualization
• Power Query	• Data Validation	• Python	• Data Cleaning
• DAX	• Pivot Tables	• Conditional Formatting	• Data Storytelling
	• Problem solving		• Critical thinking

WORK EXPERIENCE

Advertising sales support and Analyst Intern | Comcast CIEC,Chennai   **01/01/2023 - Present**
- Engineered and fine-tuned advertising campaigns for political clients, as well as for the gaming, racing, and other diverse sectors.
- Oversaw the coding and debugging of digital and linear advertisements for retail clients and large agencies.
- Ensured the accurate and timely placement of advertisements through project-based management

Power BI Developer | PwC (Virtual Internship from Forage) | Task 1 | Task 2 | Task 3
- Created **data visualizations** from text data, including **churn analysis** for 7000+ customers and **feedback analysis** for call center performance. Designed Churn analysis report for 7043 customers, resulting 26.54% churn rate by using charts and DAX functions which helps in data-driven decision making to operability.
- Crafted Diversity & Inclusion report, harmonizing the workforce based on gender for 500 employees.
- ***Tools used:*** *MS Excel, Power Bi*

PROJECTS

Beverage Sale Analysis | Power BI |
- Analyzed $1.64M in revenue from 3M units sold, identifying June as the peak month and California, New York as top-performing regions. Optimized sales strategies based on high-revenue periods and regions.
- Analyzed $1.64M in sales data, leveraging cloud-based text analysis tools to optimize sales strategies based on feedback insights.

HR Analysis | Power BI |
- Developed an HR HC Analytics Dashboard in Power BI to visualize key HR metrics, including headcount trends , gender distribution (52% male, 48% female), and departmental segmentation
- . Utilized SQL and Power BI to clean and **transform HR data**, providing insights into headcount trends and gender distribution.
- Showed how the project was related to **forecasting** and improving operational metrics, linking it to **business decision-making**..

Walmart Sales Data Analysis | SQL |
- Analyzed Walmart's sales data using SQL, identifying 8 product lines and 2 customer types, with a 20% boost in top-performing products. Optimized sales strategies led to a 15% revenue increase and 10% improvement in customer satisfaction by debugging the data.
- Implemented **text data analysis** to uncover key feedback patterns, improving customer satisfaction.

EDUCATION

Bachelor of Science in Computer Science
Veltech Ranga sanku Arts and Science college

Master of Science in Information Technology
University of madras

CERTIFICATION
- Mother of Business Intelligence Excel - Codebasics
- Power BI - Codebasics
- SQL – Codebasics

INTEREST
- **Text Feedback Analysis:** Passionate about uncovering patterns in customer and employee feedback to drive actionable insights.
- **Continuous Learning:** Staying updated on **cloud computing**, **data transformation**, and the latest trends in **data analysis**.