

DHANALAKSHMI S

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Analytical and detail-oriented aspiring **Data Analyst** with hands-on experience in **SQL, Power BI, Excel**, and a foundational knowledge of **Python**. Proven ability to analyze large datasets, build dynamic dashboards, and extract actionable insights to drive business growth. Adept at storytelling with data, data cleaning, and KPI tracking. Passionate about using data to solve real-world business problems and support data-driven decisions.

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
- 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](#)**
- Analyzed \$1.64M in sales data to determine peak periods, product performance, and customer trends.
 - Generated insights into top-selling regions, preferred payment modes, and high-return product categories.
 - Wrote SQL queries for identifying demographic-driven sales patterns and optimizing product offerings.
- Shopify Analysis | Power BI | Excel | [Dashboards](#)**
- Designed an interactive dashboard analyzing \$4M in net sales and 8K orders, tracking repeat rates (46%) and customer LTV (\$944).
 - Delivered end-to-end pipeline: requirement gathering, data cleaning, DAX-based modeling, and visualization.
 - Highlighted patterns in sales by region, product category, and time-based trends for strategic planning.

EDUCATION

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

CERTIFICATION

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