

DHANALAKSHMI S

Chennai, India | 7305641894 | ghanalakshmisdl11@gmail.com | [LinkedIn](#) | [GitHub](#)

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 and 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.

HR 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

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

INTEREST

- **Data Storytelling:** Presenting insights through impactful visualizations.
- **Continuous Learning:** Staying updated on data transformation, and the latest trends in data analysis.