

DHANUSHWR KUMAR

Chennai | Mail id: ghanushwrkumar876@gmail.com | Contact no. +91 9514131954 | LinkedIn profile: [Dhanushwrkumar](#)

SUMMARY

Results-oriented data analyst seeking a full-time entry-level position. Certified in professional data analytics by Google, Microsoft and proficient in SQL, R, Python, Excel, Tableau, and Power BI. Passionate about applying academic knowledge to analyse complex business and market research problems. Providing data-backed insights to drive strategic decisions and continuously developing technical skills to stay at the forefront of industry trends and advance my career.

SKILLS AND ABILITIES

- **Data analysis:** Data extraction, cleansing, transformation, optimization, & storage
- **Technical, Programming & Tools:** SQL, Python, Power BI, Tableau, PowerPoint, Word, Excel, Reporting
- **Soft skills:** Attention to detail and accuracy, Problem-solving, Analytical skills, Meticulous, Consistent, Committed, Adaptable, Teamwork, Ability to work independently, Time management, Decision making, Communication skills.

CERTIFICATIONS

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|---------------------------------------------------------------------------------------------|----------------------------|
| 1) Microsoft Power BI Data Analyst Professional Certificate (Link) | AUG 2024 – OCT 2024 |
| 2) Google Professional Data Analysis Certificate (Link) | JUN 2024– AUG 2024 |

WORK EXPERIENCE

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| 1) Penger Advertising Role: Data analyst Intern | DEC 2023 – PRESENT |
| <ul style="list-style-type: none">• Analysed customer data (demographics, interests) to improve ad targeting using SQL and Google Big Query.• Developed dashboards in Power BI and Tableau to track ad performance, boosting engagement by 15% and conversion by 12%.• Optimized ad spends, reducing costs by 10% through effective customer segmentation. | |

EDUCATION

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|-----------------------------------------------------------------------------------------------|----------------------------|
| 1) B S Abdur Rahman Crescent Institute of Science and Technology | |
| → Master of Technology – Biotechnology CGPA: 9.5/10 | AUG 2022 – JUN 2024 |
| o Student member – ACER & CBA | |
| 2) B S Abdur Rahman Crescent Institute of Science and Technology | |
| → Bachelor of Technology – Biotechnology CGPA: 9.3/10 | JUN 2018 – JUL 2022 |
| o Volunteer – Crescent NYCI, Treasurer – Student Biotech Association & Student member – ACER. | |

3) SKNS PMC Vivekananda Vidyalaya Junior College	
→ XII (12th grade) Percentage: 84.6%	MAY 2018
4) Smt. Durgadevi Choudhary Vivekananda Vidyalaya	
→ X (10th grade) CGPA: 9.4	MAY 2016

PROJECTS

1) Bank Costumers churn analysis (SQL) (Link)	OCT 2024
o Analysed 10,000 bank customer churn data entries to identify key drivers and devise retention strategies.	
o Utilized data visualization techniques to create interactive dashboards that provided actionable insights.	
o Employed statistical methods to analyse customer demographics, product usage, and financial behaviour.	
o Developed and reported findings, recommendations to boost satisfaction, reduce churn, and enhance loyalty.	
2) Tailwind Traders-sales-and-Profit-analysis (Power BI) (Link)	SEP 2024
o Designed a visually appealing dashboard with sales, profit, and trend insights to support decision-making.	
o Leveraged DAX for currency conversion, forecasting, and automated updates.	
3) Cyclistic Bike share data analysis (SQL) (Link)	AUG 2024
o Studied disparities between casual and annual members, uncovering actionable insights over 65 lakh data entries	
o Applied SQL, Google Big Query, Tableau, and PowerPoint for data extraction, manipulation, and visualization.	
o Designed strategic marketing plans to convert casual riders into annual members.	
o Skilled in data cleaning, transformation, exploratory analysis, and storytelling.	

LANGUAGES

- English (Proficient, Cambridge Business English Certified)
- Tamil (Fluent)
- Hindi (Beginner)