Dilnawaz Anwar

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EDUCATION

Sarala Birla University Ranchi   Ranchil, India
Master of Computer Application; CGPA: 8.2   **September 2023 - May 2025**
Doranda Collage Ranchi   Ranchi, India
Bachelor of Science (HONORS) - Computer; CGPA: 8.2   **September 2018 - January 2021**

SKILLS SUMMARY

- **Languages**:   Python, SQL, R
- **Frameworks**:   Pandas, Numpy, Scikit-Learn, Matplotlib
- **Tools**:   Power BI, Excel, PowerPoint, MySQL
- **Platforms**:   Jupyter Notebook, Visual Studio Code
- **Soft Skills**:   Data first mindset , strong and effictive communication, Risk analysis

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WORK EXPERIENCE

DATA ANALYST INTERN | UNIFIED MENTOR PVT LTD   **May 24- July 24**
- Optimized dataset cleaning procedures using SQL and Excel, leading to a 25% reduction in data discrepancies; ensured 100% accuracy in data reports, enhancing the credibility of data-driven decisions across the organization.
- Analyzed exploratory data and developed over 10 Power BI dashboards, identifying more than 10 key trends and patterns that led to a 15% improvement in campaign performance.
- Developed comprehensive reports summarizing key findings, leading to a 30% increase in stakeholder data-driven strategy decisions.
- Collaborated closely with senior data analysts to enhance key performance metrics, resulting in a 20% increase in user engagement and a 10% improvement in retention rates.
- Designed and implemented predictive models using Python/SQL, improving forecast accuracy by 25%.

PROJECTS

Sales Analysis | Flipkart   **May 24- July 2024**
- Executed data cleaning and manipulation on large datasets, enhancing data accuracy and reducing errors by 20%.
- Conducted exploratory data analysis (EDA) utilizing Pandas, Matplotlib, and Seaborn libraries, leading to a 15% improvement in insights derived from data visualizations.
- Optimized sales strategy by identifying the top-selling product categories and high-demand products, which streamlined inventory management and led to a 10% increase in sales through better demand forecasting and planning.
- Enhanced customer experience by analyzing and identifying key customer demographics across multiple regions, occupations, genders, and age groups, resulting in a 10% increase in targeted marketing accuracy.

Hospitality Analysis | Atliq   **July 24- August 2024**
- Analyzed customer booking patterns across a 3-month period, identifying peak times, which led to a 15% improvement in staff scheduling efficiency and a reduction in overtime costs by 10%.
- Tracked room occupancy rates and detected a consistent 20% vacancy during weekdays, prompting a midweek promotional strategy that increased occupancy by 12%.
- Evaluated revenue streams from various services (room, dining, and events), uncovering a 25% underutilization of the event space, which resulted in launching marketing campaigns that boosted event bookings by 18%.
- Monitored customer feedback and satisfaction scores, discovering a 5-point drop in service ratings during specific meal hours, which led to implementing a targeted staff training program that improved ratings by 7%.

CERTIFICATES

Google Data Analytics   **August 2024**
- Gained skills in data analysis, visualization, statistical methods, and data-driven decision-making using tools like SQL, R, and Tableau, with a focus on ethical data handling.

Google Advanced Data Analytics   **September 2024**
- Learned about the data ecosystem, including the ETL process and big data basics.
- Mastered advanced data analysis techniques, including predictive modeling, machine learning, and big data analytics using Python and SQL, with a focus on scalable solutions and business optimization.

Career Essentials in Data Analysis by Microsoft   **May 2024**
- Developed a comprehensive understanding of the data life cycle and various stages involved in the data analysis.
- Introduced to diverse applications designed to streamline and optimize the data analysis journey, enhancing efficiency and accuracy.