

DIPEEKA JADHAV

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Summary

Oriented Data Analyst Fresher with a B.Tech degree in computer science and strong proficiency in Microsoft Excel, Power BI, and Tableau, skilled in transforming raw data into actionable insights to support data-driven decision-making.

Educational Background

- Bachelors of Technology(Computer Science) – Shivaji University (2021-2025) – CGPA 8.5
 - HSC – D.S.G College (2021) – 90%
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Skills

- **Business Intelligence Data Visualization:** MS Excel, Tableau, Power BI
 - **Statistical and Analytical Techniques:** KPI Tracking, Data Validation, Averages, Probability, Regression Analysis, Hypothesis Testing, ETL, Data Cleaning, Data Transformation
 - **Soft Skills:** Problem-solving, Leadership, Teamwork, Networking, Communication, Collaboration, Analytical Thinking
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Projects

Bank Marketing Analysis using Excel

- **Action:** Designed an interactive Excel dashboard to analyze bank marketing campaign performance, integrating slicers for month, job role, education, and contact type to enable dynamic filtering across key demographics.
- **Result:** Empowered stakeholders to identify high-performing segments (e.g., blue-collar and technician roles) and optimize targeting strategies, contributing to a 15% increase in subscription conversion rates.

Mobial Sales Analysis using BI

- **Action:** Designed a BI dashboard to analyze mobile sales performance across India, integrating interactive slicers for Month, Mobile Model, Brand, and Payment Method. Leveraged advanced charting, geospatial mapping, and dynamic KPIs to deliver a multi-dimensional view of sales, customer ratings, and transaction behavior.
- **Result:** Equipped stakeholders with actionable insights into top-performing brands, peak sales periods, and preferred payment channels enabling strategic decisions that enhanced regional targeting, optimized inventory planning, and improved customer engagement across key markets.

Retail Sales Analysis using BI

- **Action:** Created an BI dashboard to analyze retail sales performance, with slicers for Region, Category, and Month. Included KPIs (Total Sales, Profit, Profit Margin), product-level breakdowns, and interactive charts for regional and category trends..
 - **Result:** Enabled teams to compare sales across regions and categories, identify high-profit products, and monitor monthly trends supporting smarter pricing, inventory, and promotional strategies.
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Activities

- **Extra-curricular :** Played lead matches in Basketball and Kabaddi, winning interdepartmental tournaments.
- **Co-Curricular:** Completed hands-on BI projects in Excel, including dashboards for Retail Sales, Mobile Sales, and Bank Marketing with interactive slicers, KPIs, and visual storytelling.