FARSAN K

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portfolio

Professional Summary

Data Analyst with hands-on experience in SQL, Power BI, and Python, specializing in data modeling, exploratory data analysis, and interactive dashboard development. Experienced in analyzing large-scale transactional and market datasets (250K+ records) to uncover trends, performance metrics, and business insights. Strong ability to translate complex data into clear, decision-ready reports supporting business and analytical use cases.

Skills

- **Programming & Querying:** Python, Postgresql
  Data Analysis & Data Managementt: Pandas, NumPy, EDA, Data Cleaning, Feature Engineering, Validation.
  Statistics: Descriptive Statistics, Correlation, regression, hypothesis testing, sampling.

Visualization: Power BI, Matplotlib, Seaborn
Databases: PostgreSQL
Tools: Jupyter Notebook, VS Code, Power Query
Soft Skills: Communication, Data Storytelling, Team work
Documentation Analysis Skills: Expertise in BRD, FRD, and Data Assessment Data Profiling

Experience

Data Analyst Bridgeon Solutions
present

- Modeled and analyzed 250K+ UPI transaction records using SQL, designing a structured data model to evaluate transaction performance across banks, states, merchants, and user segments.
- Built 4+ interactive Power BI dashboards with 15+ KPIs, trend analysis, geographic maps, and drill-down capabilities to monitor transaction volume, success rates, failure patterns, and fraud indicators across regions.
- Executed time-based and regional analysis on 250K+ transactions across 10+ states to identify peak usage hours, weekend surges, and high-performing regions, supporting operational and infrastructure planning.
- Delivered actionable business insights on system reliability, fraud concentration, and user behavior by translating complex data into executive-ready visual reports.
- Delivered actionable business insights on system reliability, fraud concentration, and user behavior by translating complex analyses into 5+ executive-ready visual reports, enabling faster operational decision-making.
- Preprocessed datasets using Pandas by handling missing values, outliers, and inconsistent categories across 300K+ records, improving data quality and analytical accuracy.
- Applied univariate and bivariate analysis across 10+ job roles and 4+ experience levels to assess salary distributions, role-based pay differences, and relationships between skills, experience, and compensation.
- Created clear and informative visualizations using Matplotlib and Seaborn, enabling interpretation of job demand patterns and salary benchmarks across roles and locations.
- Summarized findings into data-driven insights to support career planning, market comparison, and hiring trend analysis.

Projects

Job Market & Salary Analysis (EDA Project)
Completed exploratory data analysis (EDA) on job market data to analyze salary trends across experience, seniority, industry, and location using Python; cleaned and engineered features, applied statistical tests, and delivered actionable insights through visual analysis.
Tools: Python, Pandas, NumPy, Matplotlib, Seaborn

UPI Transaction Analysis Dashboard (Power BI)
Analyzed customer and sales data to identify key performance drivers and trends; Standardized, aggregated, and explored datasets to generate actionable insights; created summary reports and visualizations to support business teams in understanding sales performance and customer behavior.
Tools: Postgresql, Power BI, Power Query,

Education

Degree (BCA)
University of Calicut 2022–2025

Certifications

- SQL and Relational Databases – IBM SkillsBuild
- Ethics in the Age of Generative A – LinkedIn
- Introduction to Artificial Intelligence – LinkedIn
- Learning Microsoft 365 Copilot – LinkedIn
- Career Essentials in Generative – Microsoft and LinkedIn