Gauri Varshney Data Analyst



Introduction

Name- Gauri Varshney

Education- Pursuing B. Tech in Computer Science and Engineering.

University- Central University of Haryana.

Interest - Data Analysis and Problem Solving.

Skills - Python, SQL, Excel, Power Bi and Data Visualtization.

Skills and Expertise

Power Bi Expertise:

- Proficient in creating interactive dashboards.
- Experienced with DAX (Data Analysis Expressions) for advanced calculations.
- Skilled in data modeling and data visualization.

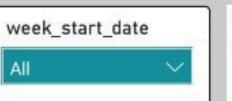
Other Relevant Skills:

- Python, SQL, and Excel for data analysis.
- Data storytelling and report generation.

CREDIT CARD TRANSACTION REPORT

Q4 Q3 Q2 Q1

Gold





css 32.88K

customer_job

Blue-collar

Govt

Total

Businessman

Selfemployeed

White-collar

Amount 588M

7040606

17697472

8335534

8542826

10283124

51899563

INT_EARNED 8M

Sum of REVENUE Sum of interest_earned Sum of income

967751

2584604

1182231

1141510

1464691

7340788

REVENUE 57M

73516911

190350431

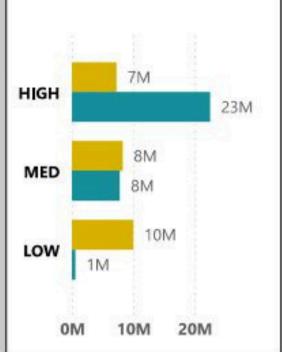
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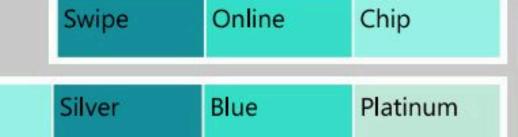
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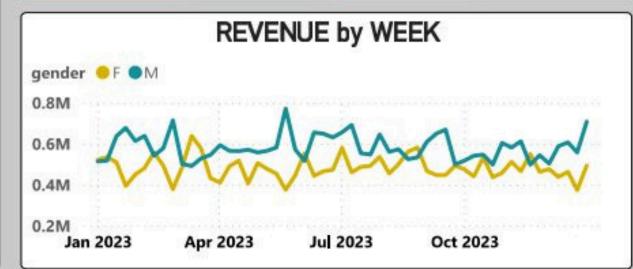
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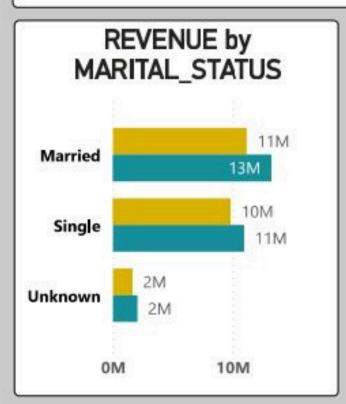
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REVEN	NUE by	INCOME

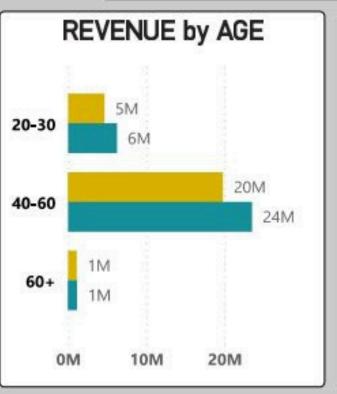


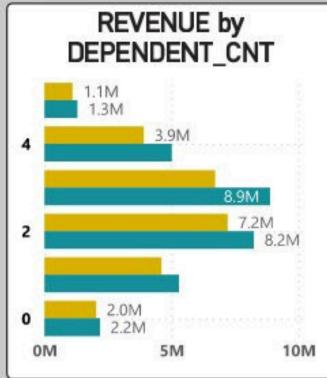


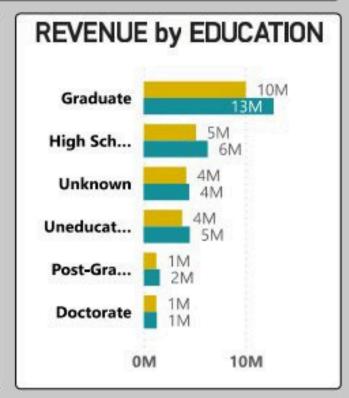












Credit Card Transaction Analysis

Objective

To analyze and visualize credit card transactions to gain insights into customer spending patterns and revenue distribution.

Data Overview

Dataset: Credit card transaction data covering demographics, income levels, and spending habits

Key Metrics Analyzed

- Total Revenue: ₹57M
- Interest Earned: ₹8M
- Customer Segmentation: Jobs, Age, Marital Status, Education, and State-wise data

Visualizations and Techniques Used

- Interactive Dashboards: Provided insights into revenue by different segments (age, income, education, marital status).
- Revenue Trends: Tracked weekly revenue patterns using dynamic line graphs.
- Data Segmentation: Used filters for payment methods, gender, card types, and income levels

Key Findings

- Top Revenue Contributors: Businessmen and White-collar professionals.
- High-Earning Age Group: 40-60 age range.
- Popular Payment Methods: Online and Swipe transactions.

Tools and Technologies

- Data Modeling: Created relationships between datasets for comprehensive analysis.
- DAX Functions: Employed for advanced calculations and metrics.
- Power BI Features: Used slicers and filters for interactive exploration.

Outcome

Provided actionable insights into customer behavior and revenue trends for better decision-making.

Adventure works Dasboard



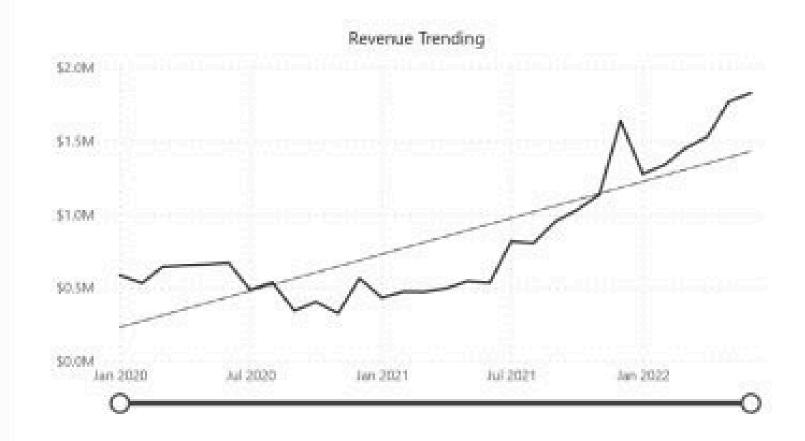


\$10.5M

25.2K ORDERS

2.2% RETURN RATE

Orders by Category



Monthly Revenue

\$1.83M~ Prev Month: ₹ 1.77M (+3.31%) Monthly Orders

2146! Prev Month: 2165 (-0.88%) Monthly Returns

166 Prev Month: ₹ 169 (+ 1.78%)



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
AWC Logo Cap	2062	\$35,882	1.11%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Fender Set - Mountain	1975	\$87,041	1.36%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Mountain Bottle Cage	1896	\$38,062	2.02%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Gauri Varshney

Dala Allalysi

Phone: 8477016002 Email: gaurivarshney883@gmail.com

Data Analyst with expertise in SQL, Power BI, Python and data visualization. Record of analyzing complex datasets, creating impactful dashboards, and providing actionable insights to drive business decisions.

PROJECTS

IPL 2022 Match and Player Performance Analysis | Python

Jun 2024

- Conducted detailed analysis of 59 IPL matches using Python, focusing on key statistics such as match outcomes, winning margins, and top-performing players.
- Crafted and implemented advanced data manipulation techniques using Pandas to manage over 10,000 ball-by-ball records; results yielded a reliable dataset utilized by analysts for real-time performance evaluations of players.
- Created visualizations using Matplotlib and Seaborn to identify trends in team performances, toss decisions, and player contributions.
- Generated insights on match-winning strategies and player efficiency, improving the understanding of critical match factors by 25% for report generation.

Supply Chain Performance Analysis | Python

Aug 2024

The project involves analyzing supply chain data, focusing on metrics such as delivery status, shipping times, and customer locations using **Pandas**, **Seaborn**, and **Matplotlib** for visualizations.

- Analyzed over 10,000 records from a global supply chain dataset to identify factors contributing to late deliveries and customer satisfaction.
- Investigated key metrics such as shipping delays, product categories, and delivery risks, resulting in a 15% improvement in identifying high-risk shipments.
- Utilized Pandas for data cleaning and Matplottib/Seaborn for visualizing trends, optimizing delivery processes by reducing late deliveries by 10%.

Walmart Sales Data Analysis | MySQL

Sep 2024

- Developed and managed a sales database for Walmart using SQL, incorporating over 15 key metrics such as product line, unit price, VAT, gross income, and customer demographics.
- Created a structured sales data table to enable detailed analysis, optimizing data storage and retrieval processes.
- Engineered new features by categorizing sales data into time-based segments (Morning, Afternoon, Evening) to enhance temporal sales insights.
- Crafted and optimized SQL queries to manipulate sales performance data, enabling the extraction of 5 key insights that informed strategic decision-making in product offerings and customer engagement initiatives for improved sales outcomes.

Credit Card Financial Dashboard | Power BI, MySQL, Data Visualization

Jun 2024 - Jul 2024

- Designed and developed an interactive financial dashboard in Power BI, analyzing over 55.4M transactions and 577M in total income, providing insights into customer demographics and spending patterns.
- Segmented customer data by variables such as age, job type, and marital status, enhancing decision-making by
 visualizing revenue contributions across different demographics (e.g., highest revenue generated by the age group
 30-40 at 14M).
- Implemented advanced data visualization techniques to compare revenue trends by gender and salary groups, identifying critical performance indicators such as a total interest income of 7.9M.

SKILLS

SQL | Python | Data Visualization | Data Cleaning | Numpy | Pandas | Matplotlib | Seaborn | Scipy | Excel | Git |
Github | Data Structure and Algorithms

EDUCATION

Bachelor of Technology (B.Tech) | Central University Of Haryana

2021 - Pursuing

Intermediate (Science) | SILVER STONE PUBLIC SCHOOL

2020 - 2021

WEBSITES & SOCIAL LINKS

Linkedin | Github

LANGUAGES

English | Hindi

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Thankyou!!