

# HARESH A

## Data Analyst

📞 +91 8778272656

✉️ Hareshh971@gmail.com

📍 Chennai, TN 600012

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### TECHNICAL TOOLS

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- **SQL & Databases** : SQL (Joins, Subqueries, Aggregations), MySQL, Query Optimization.
- **Power BI & Visualization** : Power BI (DAX Measures, Power Query, Data Modeling), Trend Analysis, KPI Dashboard.
- **Python** : Python (Pandas, NumPy), Data cleaning, Data Transformation, Data Validation, EDA.
- **Excel** : Excel (Pivot Tables, VLOOKUP & HLOOKUP), Data visualization.

### PROFESSIONAL SUMMARY

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- Entry-Level Data Analyst fresher with Hands-on experience in Analyzed large datasets (100K+ records) Using SQL, Python, Power BI, and Excel to deliver KPI-driven insights.
- Experienced in building automated Power BI dashboards, Perform EDA and data cleaning, and transform business requirements into structured analytical solutions.
- Skilled in Business intelligence, analyzing structured and semi-structured data to extract actionable insights and support strategic initiatives.
- Focused on data quality, Data Accuracy, Requirement gathering and implementing business logic for transforming raw data into meaningful insights with business objectives.

### CERTIFICATIONS

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- Data Analytics Job Simulation – Deloitte (Forage)
- Data Analytics Certification - NoviTech R&D Pvt Ltd  
Covered : SQL, Python, Power BI, Data cleaning, EDA

## PROJECTS

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### Project 1 : **Sales Performance & Revenue Analysis**

**Business Context :** Sales team lacked visibility into revenue trends and region-wise performance, leading to delayed planning decisions.

- Analyzed 100,000+ sales records using SQL (joins, subqueries, aggregations) to extract and prepare structured datasets for analysis.
- Built interactive Power BI dashboards to track revenue, profit margins, monthly growth % and regional performance.
- Identified top 20% products contributing 65% of total revenue and regions contributing major revenue and inventory planning decisions.
- Performed data cleaning and preprocessing using python (Pandas) to handle the missing values and outliers.
- Automated KPI dashboards in Power BI reduced manual reporting effort by - 40% and saving 6-8 hours/week.

### Project 2: **Fitness Tracker – User Activity & Engagement Analysis**

**Business context :** User activity data was not being analysed to understand engagement and workout consistency.

- Analyzed user workout activity, and calorie datasets using SQL to calculate KPIs such as workout frequency, average duration, and calorie burn efficiently.
- Performed EDA using Python (Pandas, Matplotlib) to identify trends in weekly activity and user engagement drop-offs.
- Created Power BI dashboards with DAX measures to track goal completion rate and consistency scores.
- Identified patterns showing higher goal completion among users with more than 3 workouts/week, Supporting behavior-based recommendations.

## EDUCATION

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Bachelor of Computer Science

Shree Venkateshwara arts & Science college, Gobichettipalayam, Tamil Nadu

Graduated : May 2025