

KONARK PARIHAR

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Portfolio: konarkparihar.vercel.app/ (under development)

DATA ANALYST | BUSINESS INTELLIGENCE | AI-ENHANCED WORKFLOWS

PROFESSIONAL SUMMARY

Results-oriented Data Analyst with a Commerce background and corporate experience in operational efficiency. Expert in leveraging Generative AI and Prompt Engineering to accelerate SQL/Python development and deliver business insights 3x faster than traditional workflows. Specialized in transforming raw datasets into actionable Power BI dashboards to drive decision-making. Seeking to apply a blend of business logic and technical agility to a high-growth data role.

TECHNICAL SKILLS

- Data Visualization:** Microsoft Power BI, DAX, Dashboard Storytelling, Advanced Excel (VBA/Macros).
- AI & Automation:** Prompt Engineering (ChatGPT/Claude), Automated Code Generation, Data Cleaning Automation.
- Data Processing:** SQL (Query Optimization), Python (Pandas/NumPy - AI Assisted).
- Core Competencies:** Business Reporting, Requirement Gathering, KPI Tracking.

PROFESSIONAL EXPERIENCE

Claims Analyst | July 2023 – January 2024

Xceedance Consulting India Pvt. Ltd., Noida

- Maintained 99% data integrity for the Medical Provider Network (MPN) database, ensuring zero compliance errors for sensitive client records.
- Optimized reporting workflows by restructuring Excel data inputs, reducing manual entry errors and improving turnaround time for offshore managers.
- Demonstrated exceptional adaptability by mastering complex claim workflows in just three weeks, allowing for an immediate production surplus that consistently exceeded the daily by a 15% margin.

Marketing & Sales Trainee | May 2021 – July 2021

IFortis Corporate

- Managed sales operations to align promotional programs with corporate marketing strategies, ensuring seamless execution of strategic plans.
- Leveraged market segmentation and consumer behaviour analysis to refine targeting approaches, enhancing the effectiveness of sales campaigns.
- Contributed to increased organizational sales volume by executing targeted marketing initiatives and maintaining high operational efficiency across assigned projects.

KEY PROJECTS

Retail Sales Performance Dashboard (Power BI)

- Analyzed 10,000+ sales records to identify seasonal trends and high-value customer segments.
- Utilized AI-assisted DAX generation to create complex measures for Year-over-Year (YoY) growth and profit margin analysis.
- Result: Created a dynamic dashboard capable of identifying revenue leakage points.

Inventory Optimization Tracker (SQL & Excel)

- Architected a SQL workflow to categorize inventory based on turnover velocity (Fast vs. Slow moving).
- Result: Designed a reporting mechanism to flag dead stock, enabling potential cost savings of 15%.

EDUCATION & CERTIFICATIONS

Certified Data Analyst | Ducat, Noida | July 2024 - Nov 2025

Modules Mastered: Advanced Excel, SQL Database Management, Python for Analytics, Power BI Visualization.

Bachelor of Commerce (Hons) | Amity University, Noida | 2022

CGPA: 7.55