

KONARK PARIHAR

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Portfolio: konarkparihar.vercel.app/

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 – February 2024

Xceedance Consulting India Pvt. Ltd., Noida

- Data Integrity:** Managed the integrity of the Medical Provider Network (MPN) database by implementing rigorous validation checks in Excel, ensuring absolute data integrity and zero compliance errors for sensitive client records.
- Data Management & Process Optimization:** Spearheaded end-to-end data lifecycle tasks including cleaning, sorting, updating, and modifying raw datasets to ensure high-quality inputs. Leveraged these refined datasets to restructure Excel reporting workflows, which significantly reduced manual entry errors and improved turnaround time for offshore stakeholders.
- Analytical Reporting:** Designed and maintained daily performance trackers to monitor claims processing metrics, identifying bottlenecks that led to a production surplus consistently exceeding daily targets by 15%.
- Domain Knowledge Application:** Rapidly mastered complex claim workflows to translate business requirements into structured data rules, ensuring accurate categorization and efficient processing.

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

Strategic Sales & Profitability Dashboard

- Business Intelligence:** Analyzed a comprehensive transactional dataset to deconstruct Total Sales (2.30M) and profit margins, enabling executive-level visibility into product performance and revenue distribution.
- Performance Drivers:** Correlated sales volume with profitability to pinpoint high-revenue but low-margin product categories, facilitating data-driven adjustments in pricing strategies.
- Geospatial Insights:** Implemented dynamic regional tracking across the United States to isolate state-level performance, allowing for precise identification of revenue leakage points.

Regional Market Performance Analyzer

- Financial Health Analysis:** Tracked fiscal health by isolating Net Profit (37K) against Total Expenses, utilizing expense ratio metrics (0.99) to highlight critical areas for cost optimization.
- Regional & Seasonal Trends:** Deployed location-based analysis to compare underperforming territories against high-growth zones, while tracking monthly profit fluctuations to identify seasonal demand shifts.

- **Inventory Metrics:** Evaluated quantity distribution across major categories (Electronics vs. Clothing) to uncover inventory turnover rates and consumer preference patterns.

Real-Time Weather & Environmental Monitor

- **API Integration & ETL:** Established a live connection to a Weather API, building a robust data pipeline that cleans and transforms raw environmental feeds for real-time analysis.
- **Automated Alerting Logic:** Engineered complex DAX measures to generate automated safety warnings (e.g., visibility alerts), translating raw data into immediate, actionable guidance for users.
- **Environmental Tracking:** Visualized critical metrics like Air Quality Index (AQI) and temperature forecasts to track environmental volatility and severity levels instantly.

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 | May 2019- Nov 2022

CGPA: 7.55