

KONARK PARIHAR

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Portfolio: <https://konarkparihar.vercel.app/>

DATA ANALYST | BUSINESS INTELLIGENCE | AI-ENHANCED WORKFLOWS

PROFESSIONAL SUMMARY

Results-oriented Data Analyst & Business Intelligence Specialist with Commerce background and proven corporate experience in operational efficiency. Expert in leveraging Generative AI and Prompt Engineering to accelerate SQL-Python development and deliver insights 3x faster than traditional workflows. Specialized in building end-to-end data pipelines from raw data ingestion to actionable Power BI dashboards. Proficient in transforming complex business requirements into data-driven solutions. Seeking high-impact Data Analyst or Business Analyst roles to drive strategic decision-making in growth-focused organizations.

TECHNICAL SKILLS

Data Visualization & BI: Microsoft Power BI, DAX, Advanced Excel, Data Storytelling

Data Processing: SQL Query Optimization, Python (Pandas, NumPy)

AI & Automation: Prompt Engineering, Generative AI, AI-Assisted Development, Automated Data Processing

Tools & Platforms: ETL Pipelines, API Integration, Real-Time Data Processing

KEY PROJECTS

Executive & Operational Intelligence Platform

Multi-Dimensional Dashboard | Power BI, SQL, Python, DAX

- Designed dual-layer analytics dashboard system providing executive-level summaries with drill-through to operational insights
- Built complex SQL queries for data aggregation and transformation across multiple dimensional hierarchies
- Created DAX measures for profit margin analysis, geographic performance tracking, and operational metrics
- Developed interactive visualizations enabling state-level and product-level performance analysis
- Architecture supports data-driven decision-making through revenue decomposition, profitability analysis, and inventory optimization

Real-Time Environmental Intelligence Dashboard

Direct API Integration & Power BI Data Transformation | Power BI, DAX, API

- Imported environmental data directly from Live Weather API into Power BI for real-time ingestion
- Performed data cleaning and transformation using Power BI Query Editor and DAX functions
- Created advanced DAX measures for multi-region environmental metrics (temperature, humidity, air quality, visibility)
- Engineered interactive visualizations with drill-through capabilities for geospatial and temporal analysis
- Demonstrates end-to-end Power BI capability: API connection → Data cleaning → Advanced DAX functions → Real-time visualization

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.

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