

Konark Parihar

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PROFESSIONAL SUMMARY

Data Analyst with Commerce background specializing in Power BI dashboards, SQL optimization, and AI-enhanced workflows. Expert in transforming raw datasets into actionable insights using Generative AI to accelerate development 3x faster than traditional methods.

TECHNICAL SKILLS

Data Visualization	Power BI, DAX, Advanced Excel (VBA/Macros), Dashboard Design
AI & Automation	Prompt Engineering (ChatGPT/Claude), Automated Code Generation
Data Processing	SQL (Query Optimization), Python (Pandas/NumPy)
Business Analysis	KPI Tracking, Business Reporting, Requirement Gathering

WORK EXPERIENCE

Claims Analyst, Xceedance Consulting India Pvt. Ltd.	July 2023 – Feb 2024
– Managed Medical Provider Network database integrity using Excel validation checks, achieving zero compliance errors	
– Restructured Excel reporting workflows through end-to-end data cleaning and processing, reducing manual entry errors	
– Built daily performance trackers identifying bottlenecks, exceeding production targets by 15%	
– Translated complex business requirements into structured data rules for accurate claim categorization	
Marketing & Sales Trainee, iFortis Corporate	May 2021 – July 2021
– Aligned promotional programs with corporate strategies through sales operations management	
– Applied market segmentation and consumer behavior analysis to enhance campaign targeting	
– Executed marketing initiatives increasing organizational sales volume	

KEY PROJECTS

Strategic Sales & Profitability Dashboard	Portfolio
Analyzed \$2.30M transactional data in Power BI to identify high-revenue low-margin products. Built dynamic regional tracking across US states to pinpoint revenue leakage and optimize pricing strategies.	
Regional Market Performance Analyzer	Portfolio
Tracked \$37K net profit using expense ratio metrics (0.99) to highlight cost optimization areas. Created location-based analysis comparing territories and inventory turnover patterns.	
Real-Time Weather Monitor	Portfolio
Built live Weather API data pipeline with automated DAX alerting logic. Visualized AQI and temperature forecasts for real-time environmental tracking.	

EDUCATION

2024 - 2025	Certified Data Analyst , Ducat, Noida	
	Advanced Excel — SQL — Python — Power BI	
2019 - 2022	Bachelor of Commerce (Hons) , Amity University, Noida	(CGPA: 7.55/10)