

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