

KUNAL GAURAV

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Job Role – Digital Analyst

EDUCATION

East West Institute of Technology. (Bengaluru Karnataka)

- Bachelor of Engineering (B.E)- Electronics and Communications Engineering. (2017-2021)

Sri Chaitanya Techno-School.

- Higher Secondary (XII)- CBSE. (2015-2017)

Kendriya Vidyalaya No-2

- Secondary (X)- CBSE. (2014-2015)

SKILLS

- Digital Analytics: Google Analytics, Google Ads, Adobe Analytics
- Data Processing & Visualization: Advanced Excel, Power Query, Power BI, SQL, Python
- Presentation & Communication: Advanced PowerPoint
- Other Skills: Project Management, Data Trend Analysis
- Soft Skills: Problem-solving, attention to detail, teamwork, and project management.

PROJECTS

SEO Optimization for Portfolio Website

- Enhanced website performance by 20% through effective keyword research and on-page SEO strategies.
- Implemented Google Analytics to monitor user engagement and traffic sources.

Hotel Booking Data Analysis Dashboard

- Analysed hotel booking data (2015–2017) with 119,390 records to identify cancellation trends and customer behaviour.
- Processed data using Excel for insights and trend identification.

Unveiling Pizza Sales Insights

- Constructed a Pizza sales analysis dashboard with comprehensive data analysis for 2015, revealing that July had the highest sales, accounting for 9.06% of total sales.
- Performed a series of analyses including data import, data transformation, data modelling, time analysis, and dashboard reporting. The tool used in the project is Power BI.

CERTIFICATIONS

- Data Science - Internshala.
- Python for Data Analysis - Great Learning.
- Data Visualization with Power BI - Great Learning.
- SQL for Data Analysis - Great Learning.
- Google Analytics - Great Learning.

ACHIEVEMENTS

- Published Research Paper in IJIREEICE (2021)
- 5-Star SQL Proficiency on HackerRank.