

WALMART SUPERSTORE SALES ANALYSIS using PowerBI

- The Walmart Superstore wants to analyze its sales data to gain insights into its performance and identify opportunities for growth.
- Used data analysis techniques to develop solutions, including how to use Power BI to analyze sales trends and identify areas for improvement.
- Sales and Revenue: Tracked the store's sales and revenue over time, by category, region, and product. The store's inventory levels and turnover rates optimized stock levels and ensured adequate supply of popular products. Analyzed the overall sales of walmart super store data and created various dashboards using powerbi with the given dataset.
- Power BI, Power BI Report Builder, Tableau, MS Excel.

CYCLIST BIKE SHARE ANALYSIS USING PowerBI

- Team wants to understand how casual riders and annual members use Cyclistic bikes differently. From these insights, your team will design a new marketing strategy to convert casual riders into annual members.
- Collected and analyzed data on how riders use Cyclistic bikes, the types of bikes used. Identified the differences in how the two groups used Cyclistic bikes. Highlighted the key differences between casual riders and annual members. Visualized for the total trip duration by step.
- The visuals involved the number of rides per day, per week and per month and also visualize for the total trip duration in a week.
- Power BI, Power BI Report Builder, Tableau, MS Excel

SPOTIFY TREND ANALYSIS USING PowerBI

- Visualization capabilities to transform raw Spotify data into meaningful and interactive visualizations that enable users to gain insights, make data-driven decisions, and explore their music preferences in a visually engaging manner. As an analyst come up with the recommendation on suggesting advertisement s to stay competitive in music industry.
- Analyzed the Spotify trends and create data visualizations using PowerBI. As an analyst came up with the recommendation on suggesting advertisement s to stay competitive in music industry.
- Most popular tracks and artists, Popularity by country, Streaming over time.
- Power BI, Power BI Report Builder, Tableau, MS Excel

PREDICTIVE ANALYSIS OF BREAST CANCER USING MACHINE LEARNING

- To predict the target variable, that is, indicating whether a tumor is malignant (M) or benign (B). Malignant tumors are indicative of cancerous growth, while benign tumors are non-cancerous
- Analyzed whether a tumor is malignant (M) or benign (B) and visualized the types with other characteristics.
- Classification and accuracy prediction was done for the tumor.
- Machine Learning using Python.

EXPERIENCE: Business Development Executive February 2022 to December 2023 in Accelgrowth Technology Pvt Ltd.

QUALIFICATION

- M.Sc Physics inaggregate–2013–2015 Pondicherry University, Pondicherry.
- B.Sc Physics inaggregate–2010–2013 Bharathidasan women's college, Pondicherry.

WORK EXPERIENCE: *Certification in 'Business Analytics with Digital Marketing' in GUVI IITM Chennai2023- 2024*

TECHNICAL SKILL: Power BI, Data Visualization, Advanced MS Excel, Machine Learning, SQL, Digital Marketing, Email, Content & Social Media Marketing, salesforce CRM, ZOOM INFO, Mailchimp, Sales Navigator.

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