






# Mohani Lal Bhurtel

## Junior Data Analyst

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### PROFESSIONAL SUMMARY

Results-driven Junior Data Analyst with hands-on experience transforming complex sales and marketing data into actionable business strategy. Proven ability to build executive dashboards and deliver data-driven recommendations to improve profitability and optimize marketing ROI.

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### SKILLS

- **Data Querying:** SQL (joins, aggregations, CTEs, subqueries, window functions)
  - **Programming:** Python (Pandas, NumPy, Matplotlib, Seaborn)
  - **Visualization/BI:** Power BI (dashboards, KPIs), Excel (Power Query, PivotTables, VLOOKUP)
  - **Tools:** Jupyter Notebooks, GitHub, Asana, Discord
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### WORK EXPERIENCE

**Business Analyst Intern** | Zither IT Consulting

Dec 2023 – Apr 2024

- Enhanced project outcomes by conducting comprehensive system testing to identify and document bugs, providing key insights that improved the reliability of IT systems.
  - Managed the end-to-end bug lifecycle process using Asana, from initial reporting and tracking through to resolution, which improved project transparency for all stakeholders.
  - Contributed to the successful planning of IT projects by assisting senior analysts in gathering, documenting, and validating business requirements from key stakeholders.
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### PERSONAL PROJECTS

**Global Superstore - Sales and Profitability Analysis** | [Project Link](#)

- Analysed a \$1.71M sales dataset using Python, delivering 4 strategic recommendations to improve profitability.
- Identified a -0.51 correlation between discounts and profit, leading to a key recommendation to cap discounts at 20% to prevent losses.
- Uncovered high-margin products (>40%) in low-volume categories through segmentation, prompting a marketing strategy realignment.

**Sales & Customer Segmentation Dashboard (SQL & Power BI) | [Project Link](#)**

- Developed an executive sales dashboard using SQL (data preparation on 9 datasets) and Power BI (KPI visualization).
- Analysed product data to identify the highest-margin category (Mountain Bikes, 84.44%) and products with high return rates (3.66%).
- Performed customer segmentation to identify top demographics (Professionals, 56-70 age group) responsible for over 75% of revenue.

**Marketing Campaign Optimization & Performance Dashboard | [Project Link](#)**

- Built an interactive marketing dashboard in Excel using Power Query and PivotTables to track and visualize key metrics, including ROAS and CPA.
- Analysed campaign performance to identify high-ROI opportunities, such as a campaign with a 15.00 ROAS, and recommended budget reallocation to boost marketing efficiency.
- Translated complex campaign data into easy-to-understand visuals and an executive summary to guide marketing strategy and budget decisions.

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**EDUCATION**

<b>Bachelor of Business Information Systems</b> — Asia Pacific International College	2022
<b>Advanced Diploma in Information Technology</b> — Queensland International Business Academic	2021
<b>Diploma in Software Development</b> — Queensland International Business Academic	2020

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**CERTIFICATIONS**

<b>Google Data Analytics Certificate</b> — Coursera	2025
<b>SQL (Intermediate)</b> — HackerRank	2024