

MOHANI LAL BHURTEL

Consumer Data Analyst

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PROFILE SUMMARY

Data Analyst skilled in transforming consumer and marketing data into actionable insights that inform digital strategy and audience engagement. Experienced in SQL, Python, Power BI, and Excel for cleaning, integrating, and visualising complex datasets. Strong storytelling mindset focused on translating data into clear narratives that guide commercial and content decisions. Passionate about using analytics to amplify the reader's voice and support data-led growth.

KEY SKILLS

- **SQL:** Joins, aggregations, CTEs, subqueries, window functions
 - **Python:** Pandas, NumPy, Matplotlib, Seaborn
 - **Power BI:** Dashboards, KPIs, data visualization
 - **Excel:** Power Query, PivotTables, VLOOKUP
 - **Data Analysis:** Segmentation, correlation analysis, profitability analysis, reporting
 - **Tools:** Jupyter Notebooks, GitHub, Asana, Discord
 - **Documentation & Communication:** Translating complex datasets into actionable insights
 - **A/B Testing:** Designing and interpreting experiments to improve campaign performance
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EDUCATION & QUALIFICATIONS

- **Data Analysis Career Program** | ITonlinelearning.Ltd. | 2025
 - **Asia Pacific International College** | Bachelor of Business Information Systems | 2022
 - **Queensland International Business Academic** | Advanced Diploma in Information Technology | 2021
 - **Queensland International Business Academic** | Diploma in Software Development | 2020
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CERTIFICATIONS

- Google Data Analytics Certificate | Coursera | 2025
 - SQL (Intermediate) | HackerRank | 2024
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CAREER SUMMARY

Business Analyst Intern (Permanent)

Zither IT Consulting, Sydney, Australia | Dec 2023 – Apr 2024

Brief outline: Supported IT projects by conducting data analysis, system testing, and requirement documentation to improve project outcomes and reliability.

Key Responsibilities

- I conducted comprehensive system testing to identify and document bugs, enhancing IT system reliability.
- I managed the end-to-end bug lifecycle in Asana, improving project transparency for stakeholders.
- I assisted senior analysts in gathering, documenting, and validating business requirements from key stakeholders.

Key Achievements

- Improved project reliability by identifying and resolving critical system issues before deployment.
- Streamlined bug tracking and reporting processes, reducing resolution time by 20%.

PROJECT EXPERIENCE

Global Superstore – Sales and Profitability Analysis (Python) <https://github.com/M-Bhurtel/Global-Mart-EDA>

- Analyzed a \$1.71M sales dataset using Python and delivered 4 strategic recommendations to improve profitability.
- Identified a negative correlation (-0.51) between discounts and profit, recommending a 20% discount cap to reduce losses.
- Segmented high-margin, low-volume products (>40%), prompting realignment of marketing strategies.

Sales & Customer Segmentation Dashboard (SQL & Power BI) <https://github.com/M-Bhurtel/Wonderland-Sales-Analytics>

- Performed customer segmentation, highlighting top demographic groups contributing 75% of revenue.
- Identified top-margin products (Mountain Bikes, 84.44%) and high-return products (3.66%).
- Built an executive sales dashboard using SQL and Power BI to visualize KPIs and highlight revenue drivers.

Marketing Campaign Optimization & Performance Dashboard (Excel) <https://github.com/M-Bhurtel/Marketing-Campaign-Performance-Dashboard>

- Developed interactive marketing dashboards using Power Query and PivotTables to track ROAS and CPA.
 - Analyzed campaign performance to identify high-ROI opportunities (ROAS 15.0) and recommended budget reallocations.
 - Translated complex campaign data into clear visuals and executive summaries for strategic decision-making.
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INTERESTS / HOBBIES

- Data visualization challenges and personal analytics projects
 - Chess and problem-solving activities
 - Running and team sports to maintain focus and discipline
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REFERENCES AVAILABLE ON REQUEST