

MANMATHNATH MAHANTA

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[LinkedIn](#) • [Portfolio Website](#) • [GitHub](#)

Summary:

Proficient in SQL, PowerBI, and Excel. Experienced in data analytics, dashboard creation, and project management. Ready to drive your organization's data-driven success.

Skills:

| | | |
|------------------------|------------------------------|-----------------------------------|
| • Excel | • SQL | • Python |
| • Data Visualization | • Statistical Analysis | • Data Cleaning and Preprocessing |
| • AI Integration | • Analytical Troubleshooting | • Industry Expertise |
| • Articulate Discourse | • Strategic Analysis | • Meticulous Precision |

Professional Experience:

AFAME TECHNOLOGIES

(Internship)

Data Analyst

- Excel Mastery:** Completed a dynamic internship, refining skills in MS Excel. Spearheaded data cleaning, sorting, and labelling processes, optimizing data management workflows.
- Power BI Proficiency:** Developed a comprehensive sales analysis dashboard, leveraging three years of sales data. Presented actionable insights to drive strategic decisions.
- Project Collaboration:** Contributed to HR report preparation, showcasing adaptability and delivering quality results within deadlines.
- Analytical Application:** Translated theoretical knowledge into practical solutions, honing problem-solving abilities in real-world scenarios.

Projects:

- **AtliQ Hardware Insights**

(Link : GitHub Repository)

Tools Used: MySQL

 - Enhanced Data-Driven Decision Making:** Analyzed sales and manufacturing data to support strategic planning.
 - Improved Operational Efficiency:** Identified areas for cost optimization and better resource allocation.
 - Refined Market and Sales Strategies:** Provided insights to improve market presence and boost sales.
 - Targeted Customer and Product Insights:** Delivered reports to tailor promotions and product offerings.
- **Customer Retention and Call Center Optimization Analysis**

(Link: GitHub Repository)

Tool Used: Excel, Power BI

 - Enabled Targeted Customer Retention Strategies:** Conducted analysis to identify key factors driving customer churn, reducing the 26.54% churn rate.
 - Optimized Call Center Operations:** Analyzed metrics like call volume, agent performance, and customer satisfaction to enhance operational efficiency and customer experience.
 - Tailored Customer Offerings:** Evaluated customer demographics, subscriptions, payment methods, and service preferences to improve acquisition and retention.
 - Guided Service and Infrastructure Planning:** Assessed the impact of different internet services (fiber optic, DSL, no internet) on churn rates to support service offerings and infrastructure decisions.
- **Google Trend Dashboard Development**

(Link: Live Dashboard | GitHub Repository)

Tools Used: Google Trends API, Power BI

 - Trend Tracking:** Implemented real-time tracking of search trends for job roles like Data Analyst, Data Scientist, Software Developer, and Web Developer across 60 countries.
 - Rising Keyword Insights:** Highlighted rising and top related keywords, demonstrating data analysis skills for extracting actionable trend insights from data.
 - Comparative Analysis:** Enabled comparative analysis of search trends across multiple keywords and time periods through interactive data visualization.
 - Learning Outcome:** Gained expertise in data integration, parameter utilization, dynamic UI development, and effective presentation of regional data.

Certifications and Programs:

- Data Analytics Professional Certificate by **Google**
- Excel: Beginner to Advance by **CodeBasics**
- Power BI job Simulation on Forage by **PwC**