

## MARIYA ANTHONY FERNANDES

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## PROFESSIONAL SUMMARY

Results-driven Data Analyst with 5+ years of experience in CRM, HR, and administrative operations. Skilled in SQL, Excel, Python, Power BI, and Tableau for data cleaning, transformation, and visualization. Proven ability to automate reports, build KPI dashboards, and deliver actionable insights that improve decision-making and operational performance. Strong understanding of ETL, data modeling, and reporting automation within IT and business environments.

## EDUCATION

B.Sc. (Computer Science) – Shivraj College, Shivaji University | 2017 | 65%

12th (HSC) – S.V.M & Jr. College of Science, Konkan Division | 2012 | 56%

10th (SSC) – S.V.M Kudase, Konkan Division | 2010 | 78%

## CERTIFICATIONS

Data Analytics Certification – Questech Institute, Mumbai (Mar 2025 – Sept 2025)

Modules: Python, SQL, Excel, Power BI, Tableau, Data Visualization

## KEY SKILLS

- Data Analysis & Visualization
- SQL (Joins, Subqueries, Aggregations, Window Functions)
- Excel (Advanced Formulas, Power Query, Pivot Tables)
- Power BI (DAX, KPIs, Dashboards, Reporting Automation)
- Tableau (Dashboards, Filters, Charts)
- Python (NumPy, Pandas, Matplotlib, Seaborn)
- Data Cleaning, Transformation & Validation
- ETL Process & Data Pipeline Understanding
- KPI Reporting & Dashboard Automation
- Statistical Analysis & Business Intelligence
- Data Modeling & Business Metrics
- Analytical Thinking & Problem Solving

## PROJECTS

Hospital Data Analysis (SQL + Power BI)

- Extracted and cleaned hospital data using SQL queries ensuring data accuracy and consistency.
- Designed Power BI dashboards to monitor patient admissions, treatment outcomes, and KPIs.
- Identified performance trends and bottlenecks to improve data-driven decision-making.

Tools Used: SQL, Power BI, DAX, Data Cleaning, Dashboard Design

#### Superstore Sales & Profit Analysis (Excel)

- Analyzed regional sales and profitability using Excel Pivot Tables and Power Query.
- Built interactive dashboards highlighting top-performing products and regions.
- Delivered business insights that improved profitability by 18%.

Tools Used: Excel, Power Query, Pivot Tables, Dashboard Automation

#### Bank Customer Churn Analysis (Tableau)

- Analyzed customer churn trends by age, gender, and income group using Tableau.
- Built dashboards visualizing churn probability and retention metrics.
- Provided actionable insights to improve customer retention.

Tools Used: Tableau, Data Modeling, KPI Metrics, Dashboard Design

### PROFESSIONAL EXPERIENCE

CRM Executive – Icare Lift System, Andheri | Feb 2024 – Feb 2025

- Managed and optimized customer databases using Excel and CRM software.
- Developed automated analytical reports to monitor engagement and satisfaction.
- Collaborated cross-functionally to enhance service efficiency and retention rates.
- Improved reporting accuracy by 25% through automation initiatives.

Admin – Shiv Narayan Pvt. Ltd., Hyderabad | Nov 2021 – Oct 2022

- Maintained daily manufacturing and tagging records using Excel automation.
- Generated performance reports identifying process inefficiencies and data gaps.
- Supported management decisions with KPI-driven insights.

Admin – Rathod Jewelers Pvt. Ltd., Kolhapur | Apr 2020 – Oct 2021

- Prepared accurate sales and inventory reports using Excel automation.
- Monitored stock performance and ensured on-time replenishment.
- Enhanced reporting workflow reducing manual entry time by 30%.

Admin & HR Assistant – A.G. Korgaonkar & Sons, Kolhapur | Feb 2018 – Feb 2020

- Handled financial reconciliations across multiple bank accounts.
- Processed payroll data and maintained employee databases using Excel.
- Generated monthly HR and financial performance dashboards.

Telecaller – Clientscape, Mira Road | Jul 2017 – Jan 2018

- Managed inbound and outbound calls, maintaining accurate client records.
- Assisted in CRM data entry ensuring high data accuracy and consistency.