MARIYA ANTHONY FERNANDES

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PROFESSIONAL SUMMARY

Certified Data Analyst with 5+ years of experience in CRM, Administration, and HR operations. Proficient in **Excel**, **SQL**, **Python**, **Power BI**, and **Tableau**, with hands-on experience in sales, HR, and churn analytics projects. Strong analytical and problem-solving skills with a passion for transforming raw data into actionable insights and creating interactive KPI dashboards.

KEY SKILLS

• Data Analysis & Visualization

• Excel (Advanced Formulas, Power Query, Pivot Tables)

• Power BI (DAX, KPIs, Dashboards)

• SQL (Joins, Subqueries, Aggregations)

• Tableau (Dashboards, Filters, Charts)

• Python (NumPy, Pandas, Matplotlib, Seaborn)

• Data Cleaning & Transformation

• KPI Reporting & Dashboard Creation

• Statistical Analysis (Basics)

• Business Insights & Decision Support

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

PROJECTS

Hospital Data Analysis (SQL + Power BI)

  - Extracted and cleaned hospital data using SQL queries.

- Designed Power BI dashboards to monitor patient admissions, treatment outcomes, and KPIs.

- Identified performance trends across departments for data-driven decisions.

Superstore Sales & Profit Analysis (Excel)

- Analyzed sales performance by product, category, and region using Excel pivot tables.

- Built interactive dashboards and charts to visualize top-performing areas and profit margins.

- Recommended business insights that improved category-wise profitability.

Bank Customer Churn Analysis (Tableau)

- Analyzed customer data to identify churn patterns based on demographics and tenure.

- Created Tableau dashboards to visualize churn by gender, salary, and region.

- Delivered insights to help management develop customer retention strategies.

PROFESSIONAL EXPERIENCE

CRM Executive – Icare Lift System, Andheri (Feb 2024 – Feb 2025)

- Managed and maintained client and customer data using Excel and CRM tools.

- Generated analytical reports and monitored customer engagement and satisfaction metrics.

- Coordinated with internal teams to improve service efficiency and client retention.

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

- Managed daily manufacturing and tagging records using Excel.

- Prepared data reports for loss tracking and performance monitoring.

Admin – Rathod Jewelers, Kolhapur (Apr 2020 – Oct 2021)

- Prepared sales and stock reports using Excel to ensure inventory accuracy.

- Created and maintained salary sheets and daily wage summaries.

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

- Handled banking operations and reconciliations (SBI, HDFC, ICICI).

- Maintained accounting entries and generated monthly financial reports.

- Managed employee data and salary processing using Excel.

Tele caller – Clientscape, Mira Road (Jul 2017 – Jan 2018)

- Handled inbound/outbound customer queries and maintained call records.