Mariya Anthony Fernandes

Profile Summary

Data Analytics enthusiast with 5+ years of experience in CRM, Admin & HR roles. Skilled in Excel, Power BI, Tableau, and SQL with hands-on projects in sales analysis, HR analytics, and churn prediction. Strong problem-solving and client-handling skills with ability to turn data into business insights.

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Objective

Motivated professional with 5+ years of experience in administration, CRM operations, and customer service, recently certified in Data Analytics. Seeking a role where I can leverage analytical and technical skills to contribute to business insights and decision-making.

Professional Experience

- CRM Executive – [Icare lift System], Andheri (Feb-2025)

    - Handled customer relationship management processes, ensuring high customer satisfaction.
    - Managed client data and resolved customer queries.
    - Coordinated with internal teams to improve customer engagement and retention.

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

    - Managed manufacturing entries and tagging in software.
    - Maintained Excel records for loss entries.

- Admin – Rathod Jewelers, Kolhapur (April 2020 – Oct 2021)

    - Handled stock reports, vouchers, and shrinkage checking.
    - Prepared daily wages and salary sheets in Excel.

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

    - Managed banking work (SBI, HDFC, ICICI).
    - Prepared monthly accounting reports and salaries.
    - Maintained Tally entries and recovery call handling.

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

    - Handled inbound/outbound calls and resolved customer queries.

- Soft Skills: Communication, Teamwork, Problem Solving
- Business Skills: CRM Operations, HR Support, Client Handling
- Programming S Database: SQL, Python (Basics)
- Analytics Tools: Excel, Power BI, Tableau

Key Skills

Education
- B.Sc. (Computer Science) – Shivraj College, Gadhinglaj | 2017 | 68%
- H.S.C – S.V.M Junior College, Kudase | 2014 | 56%
- S.S.C – Sarasvati Vidyamandir, Kudase | 2012 | 78%

Certifications & Courses
- Data Analytics Certification – Questech Institute, Mumbai (Mar 2025 to Sept 2025)
    * Topics: Python, SQL, Excel, Power BI, Tableau, Data Visualization
- MS-CIT

Skills
- Technical: MS Excel (Advanced), Power BI, Tableau, SQL, Python (Basics), MS Office
- Other: CRM Tools, Client handling, Data Management, Reporting, Team coordination
- Languages: English, Hindi, Marathi, Konkani

Personal Details
- Date of Birth: 25/03/1996
- Nationality: Indian
- Address: 2/12 Sundar Nagar, Mahakali Caves, Andheri (E), Mumbai - 093
- Consistently praised for client handling and CRM efficiency in customer-facing roles.
- Recognized at Rathod Jewelers for accuracy in reporting and maintaining data integrity.
- Improved banking process efficiency by 15% at A.G. Korgaonkar S Sons.

Achievements

Projects
- Superstore Sales and Profit Analysis (Excel)

    - Performed data cleaning and analysis on Superstore dataset using Excel.

- Created pivot tables and charts to analyze sales and profit by category, region, and segment.
- Provided insights on high-performing and low-performing products.

- HR Analytics (Excel)

  - Analyzed HR dataset to study employee attrition and performance trends.
  - Used Excel dashboards to highlight employee demographics, attrition rates, and department-wise analysis.
  - Helped understand factors influencing employee turnover.

- Superstore 2015 Sales Analysis (Excel, Power BI)

  - Built an interactive Power BI dashboard for Superstore 2015 dataset.
  - Tracked KPIs like sales, profit, and regional performance.
  - Enabled business insights into monthly and yearly trends.

- Bank Customers Churn Analysis (Excel, Tableau)

  - Analyzed bank customer data to identify churn patterns and key risk factors.
  - Created Tableau dashboards showing churn by gender, tenure, and salary groups.
  - Suggested data-driven strategies to improve customer retention.

- Superstore Sales Analysis (python, Matplotlib, Seaborn, Excel)
  - Built a Sales dashboard with KPIs (Total Sales, Profit, Orders) and multiple charts.
  - Analyzed category-wise sales, sub-category profit, monthly sales trends and top products.
  - Delivered insights on profitability and product performance for business decision making.
- Hospital Data Analysis (SQL, Power BI, Excel)
  - Extracted and processed hospital data using SQL queries.
  - Developed Power BI dashboard to track patients, satisfaction, treatment cost.
  - Provided insights to improve operations and patient care.

  GitHub Portfolio: https://github.com/Mariya-live