

MARIYA ANTHONY FERNANDES

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PROFESSIONAL SUMMARY

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

KEY SKILLS

Data Analysis & Visualization, Excel (Advanced, Power Query, Pivot Tables), Power BI (DAX, KPIs, Dashboards), SQL (Joins, Subqueries, Aggregations), Tableau (Dashboards, Filters, Charts), Python (Basics - Pandas, Matplotlib), Data Cleaning & Transformation, KPI Reporting & MIS, Business Insights & Decision Support

PROFESSIONAL EXPERIENCE

- CRM Executive – Icare Lift System, Andheri (Feb 2024 – Feb 2025)
 - Manage and maintain client and customer data using Excel and CRM tools.
 - Generate analytical reports and monitor customer engagement and satisfaction metrics.
 - Coordinate 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.
- Telecaller – Clientscape, Mira Road (Jul 2017 – Jan 2018)
 - Handled inbound/outbound customer queries and maintained call records.

PROJECTS

- Superstore Sales & Profit Analysis (Excel)
 - Cleaned and analyzed data to evaluate sales and profit performance by category and region.
 - Created pivot charts and dashboards to visualize trends and identify key growth areas.
- HR Analytics (Excel)
 - Analyzed HR data to understand attrition and employee performance trends.
 - Developed Excel dashboard showing demographics and attrition by department.
- Superstore 2015 Analysis (Power BI)
 - Built interactive Power BI dashboards tracking KPIs like sales, profit, and regional performance.
- Bank Customer Churn Analysis (Tableau)
 - Identified churn patterns and created dashboards by gender, tenure, and salary segments.
- Hospital Data Analysis (SQL + Power BI)
 - Extracted and transformed hospital data using SQL queries and created Power BI dashboard for KPIs.

EDUCATION

B.Sc. (Computer Science) – Shivraj College, Gadhinglaj | 2017 | 68%

CERTIFICATIONS

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

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