

POOJA NAIK

[Portfolio](#) • poojashivanaik@gmail.com • [LinkedIn](#) • [+91 9611293980](tel:+919611293980)

SUMMARY

- Skilled at building engaging and easy-to-understand dashboards using Power BI to improve data accessibility.
- Good at using **Excel**, **SQL**, and **Power BI** for effective data management and analysis.
- Knowledge of **data cleaning**, **data interpretation** and **creating reports**

EDUCATION

Bachelor of Computer Applications

Mahatma Gandhi Memorial College - CGPA: 9.2

Nov 2021- June 2024

Udupi, Karnataka

EXPERIENCE

PwC Power BI Job Simulation on Forage - Virtual Internship

January 2025

- Completed a job simulation where I strengthened my Power BI skills to better understand clients and their data visualization needs.
- Demonstrated expertise in data visualization through the creation of Power BI dashboards that effectively conveyed KPIs, showcasing the ability to respond to client requests with well-designed solutions.
- Strong communication skills reflected in the concise and informative email communication with engagement partners, delivering valuable insights and actionable suggestions based on data analysis.

PROJECTS

Customer Retention Analysis Using Power BI: [Live Dashboard](#)

Developed an interactive Power BI dashboard to analyze customer churn trends and identify actionable insights using Power Query and DAX. Key findings include a 26.54% churn rate, with females churning more than males, a 5% yearly increase in automatic payments, and longer contracts (1-year and 2-year) reducing churn. Conducted customer risk analysis to target high-risk segments and proposed retention strategies to enhance customer loyalty.

Data Professional Satisfaction Analysis using Power BI: [Live Dashboard](#)

Developed a Power BI dashboard to analyze the satisfaction levels of professionals across industries and countries using Power Query. Key insights include 59% of respondents switching careers to data, a happiness index of 4.27/10 for salary satisfaction, and 5.74/10 for work-life balance, highlighting areas for potential improvement in employee satisfaction.

Pizza Sales Analysis Using SQL: [Github Repo](#)

Conducted an in-depth SQL-based analysis of pizza sales data, uncovering key metrics such as total revenue of \$817,860.05 and an average of 138 pizzas ordered per day. Analyzed total orders, popular pizza types, and sales distribution by time and category, delivering actionable insights to optimize inventory and marketing strategies based on customer preferences.

SKILLS

- **Analytical Tools:** Power BI, Microsoft Excel.
- **Database:** MySQL
- **Languages:** SQL, Python

CERTIFICATES

- PwC Power BI Job Simulation on Forage - Virtual Internship - [View Credentials](#)
- Tata Data Visualization: Empowering Business with Effective Insights.- [View Credentials](#)
- SQL (Basic) - [View Credentials](#)
- Data Analysis using Excel - [View Credentials](#)