

# Monika Yadav

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## Professional Summary

Passionate aspiring data analyst skilled in Excel, MySQL, and Power BI. Dedicated to deriving meaningful insights and making informed decisions. Continuously expanding knowledge in Data Analytics, Visualization, and Management. I believe in driving business growth with technical expertise.

**Skill set:** Ms Excel, MySQL, Power BI, DAX Expression, Data Visualization.

## Projects

### Sales Insights - Brick & Mortar business [Power BI, MySQL]

- Developed a comprehensive Power BI dashboard utilizing **Excel/CSV** files and **SQL** database to analyse global sales trends for AtliQ Hardware, enabling **data-driven** decision-making.
- Successfully constructed a robust data model and implemented insightful **visualizations** within **Power BI** to effectively showcase AtliQ Hardware's sales trend.
- The dashboard has the potential to drive a minimum **7%** revenue growth in the upcoming quarter by providing actionable **insights** and facilitating informed business strategies.

### Revenue insights in Hospitality domain - [Power BI, Excel]

- Developed a **Power BI dashboard** utilizing **3 months of data** to investigate the declining market share and revenue loss experienced by AtliQ Grands in the hospitality industry.
- The dashboard is capable in enabling them to devise strategies to regain **20%** of revenue and market share.

### Telecom Analysis [Power BI]

- A Power BI solution to tackle challenges related to declining active user rate after the introduction of 5G technology.
- Conducted thorough **data gathering, cleaning, and transformation** processes to ensure the accuracy and reliability of the data used for analysis.
- Created an optimized data model using advanced techniques such as **complex queries, calculated measures**, and relationships, resulting in a significant **70%** reduction in data retrieval time. Additionally, provided **insightful metrics** beyond the original requirements to facilitate **informed decision-making**.

## Courses / Certification

- KPMG Data Analytics Virtual Internship, Forage
- TATA Data Visualization Virtual Internship, Forage
- SQL for Data Analytics and Business Intelligence, Udemy
- Microsoft Excel, Udemy
- Research Paper Published on Road Sign Recognition using Lenet5 Model, IEEE
- Data Analysis Summer Training, Kyrion Technologies pvt. Ltd. – 2019, New Delhi

## Education and Qualifications

- B. Tech (Computer Science and Engineering), Lovely Professional University, 2021
- XII (CBSE), Kendriya Vidyalaya, Dwarka, New Delhi, 2017
- X (CBSE), Smt. Misri Devi Gyan Niketan Public School, Najafgarh, New Delhi, 2015
- Language Proficiency: English, Hindi.