

Key Skills

Power BI: Extract Transform and Load (ETL), Data Modelling, DAX, Bookmarks, Buttons, Filters, Parameters, Publishing, Row-Level Security (RLS), Report Optimization.

SQL: Data Extraction, Data Aggregation, Query Optimization, Joins and Data Relationships, Data Filtering, Window Functions, CTEs, Subqueries and Set Operations.

Advanced Excel: Pivots, Charts, Lookups, Dynamic Arrays, Power Query, Power Pivot, Conditional Formatting.

Python: NumPy, pandas, Matplotlib, Seaborn, APIs, SciPy, scikit-learn, Data Automation, Predictive Modelling.

Business Analytics: Forecasting, Financial Modelling, Performance Metrics, Risk Analysis, KPI Dashboards, Business performance strategy.

MS Office: Excel (Advanced), PowerPoint (Business Reports, Presentations), Word (Documentation, Reports).

Projects

Business 360 - Brick & mortar and E-commerce Performance Analytics. | [Live Dashboard](#) | [GitHub repo](#)
[Power BI / SQL / Excel / DAX Studio]

- Crafted an integrated Power BI analytics platform by combining multiple data sources to analyze business performance across 209 customers, 397 products, and 27 markets using real-world simulated data.
- Analyzed approximately 1.8 million rows of raw transactional and target data, optimizing load performance with Power Query transformations and column-level filtering.
- Designed and implemented a snowflake schema data model with 18 interconnected tables (including 6 fact tables), enabling efficient DAX calculation and scalable analysis across multiple dimensions.
- Derived actionable insights such as 27% profit margin in Retail customers and underperformance in East region, enhancing business decision making potential.

Expense tracking system. | [Live Expense Tracker](#) | [GitHub repo](#)
[MySQL / Python / Pandas / FastAPI / Streamlit]

- Built a fully functional data visualization dashboard using Streamlit and MySQL that processes up to 5 daily expense entries per user, allowing real time entry, storage, and display of personal finance data.
- Designed interactive analytics dashboards using Pandas, visualizing monthly trends, category-wise spending, and date-range filters based on a structured demo dataset of 300+ records.
- Developed SQL based category wise analytics across 8 expense categories by writing aggregation queries to calculate spend distribution, enabling identification of high-expenditure areas.
- Implemented session-based analytics by introducing a session_id field in the database, enabling 100% isolation between demo and personal data.

Consumer goods Analytics – Ad-hoc Insights. | [GitHub repo](#)
[MySQL / Power BI]

- Delivered insights for 10+ ad-hoc business requests by querying a 1.4 million-row transactional database using SQL, enabling data-driven decisions for executive leadership.
- Apart from handling ad-hoc analysis requests, analyzed historical sales data to uncover a 36.33% increase in unique products offered in 2021 compared to 2020, supporting strategic product expansion decisions.
- Additionally, conducted a channel wise performance analysis and identified that retailer channels contributed 73.21% of total gross sales, highlighting them as the primary revenue driver.

Sales and Finance Analytics – Profit and Loss Optimization. | [Live Excel Dashboard](#)
[Excel / Pivot Table / Power Query]

- Created a detailed P&L report for AtliQ Hardware FY 2022, leveraging advanced Excel features like Pivot Tables and DAX to deliver granular insights into revenue streams and expense categories.
- Developed audit-ready financial reports using Power BI and Excel, ensuring compliance with financial reporting standards and reducing manual reconciliation errors, saving 4+ hours of work.
- Leveraged DAX measures for calculations, enhancing user experience and providing greater flexibility.

Certifications

- Google Data Analytics Professional Certificate by Google.
- Power BI Data Analytics 3.0 by Codebasics.
- SQL for Data Professionals: Beginner to Advanced by Codebasics.
- Python Programming by Kaggle.

Education

St. Martin's Engineering College
Bachelor of Technology in Computer Science and Engineering (specialization in AI & ML)
CGPA: 7.8

Hyderabad
Nov 2020 - Apr 2024

Other Experience

Data Visualization Lead | College Newsletter

May 2022 - Jan 2024

- Led data-driven design strategies that ensured brand consistency and optimized digital engagement.
- Designed and developed visually compelling infographics, charts, and data-driven illustrations to enhance storytelling and engagement in the college newsletter.
- Developed presentations and reports to communicate insights to college leadership.