**PROFESSIONAL SUMMARY**

Results-driven Data Analyst with a passion for transforming complex datasets into actionable insights. Proven experience in building dynamic dashboards that accelerate decision-making by 25% and conducting statistical analysis using SQL, Power BI, and Python. Skilled at optimizing data workflows, uncovering revenue gaps, and enhancing data-driven business strategies. Strong analytical foundation with hands-on project spanning financial analytics, marketing performance, election analysis, and generative AI applications using LLMs.

**TECHNICAL SKILLS**

**Data Analysis & Visualization :** Power BI, SQL (CTEs, Window Functions, Optimization), Python (Pandas, NumPy, Matplotlib, Scikit-learn)

**Data Management :** ETL, Data Modeling (Star Schema), DAX Measures, Query Optimization

**Analytics Techniques :** Pareto Analysis, PVM Analysis, Time-Series Analysis, Statistical Analysis, A/B Testing, Predictive Modeling

**Soft Skills :** Problem Solving, Critical Thinking, Communication, Data Storytelling, Business Acumen

**Machine Learning & NLP :** Spam Detection, Generative AI (LLAMA 2, LangChain, Streamlit)

**PROJECTS**

**Business Optimization & Budgeting Dashboard | Power BI**

- Developed a financial dashboard analyzing $560M+ revenue across 8 regions and 4,000+ products, identifying ₹78.96M revenue gaps.

- Engineered 45+ DAX measures (PVM, Pareto 80/20, Time Intelligence) to monitor 16+ KPIs including PAT, EBITDA margins, and YoY trends.

- Built star schema, optimizing refresh time by 40% for faster insights.

**Credit Card Transaction Analysis | SQL, Power BI**

- Analysed 56M+ transactions, uncovering key customer spending patterns and improving marketing segmentation strategies.

- Optimized SQL queries to reduce data processing time by 30%.

**Election Results Analysis | SQL**

- Executed advanced SQL queries (CTEs, CASE statements, Window Functions) to analyze seat distribution, alliances, and voting patterns across 543 constituencies.

**Online Course Demand Analysis | Power BI**

- Analyzed 2,300+ courses for an EdTech startup, identifying Data Science and IT as top-demand categories.

- Found that courses with subtitles had 2x higher engagement, influencing content strategy.

**Email Spam Classification | Python, NLP**

- Developed a 99% accurate machine learning model for email spam classification using Natural Language Processing techniques and deployed the solution end-to-end.

**ADDITIONAL PROJECTS**

Marketing Campaign Optimization (Power BI), Music Store Sales Analysis (SQL), Pizza Sales Trends (SQL), Blog Generation with LLAMA 2 model (Python), Resume match using LLM model API (Python)

**EDUCATION**

Master’s in Data Science | University of Greenwich, United Kingdom | 2024

**CERTIFICATIONS**

SQL for Data Science – Great Learning, Python for Data Science – Great Learning