

# PUSHPANK KUMAR

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## Education

### Bachelor of computer applications (BCA)

Expected Jun 2021-24

Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal  
(CS, CGPA 7.5/10)

Bhopal, India

## Experience

### Data Analyst Intern

Feb 2024 – Mar 2024

Cognifyz Technologies

- Conducted comprehensive data cleaning and preprocessing, resulting in a 20% improvement in data quality and analysis accuracy.
- Developed interactive data visualizations using Python libraries, facilitating better stakeholder understanding and decision-making.
- Automated data reporting processes, reducing manual workload by 30% and increasing efficiency.

## Projects

### Credit Card Financial Dashboard | SQL AND POWER BI

Mar 2024 - Apr 2024

- Developed an interactive dashboard using transaction and customer data from a SQL database, to provide real-time insights
- Streamlined data processing & analysis to monitor key performance metrics and trends.
- Shared actionable insights with stakeholders based on dashboard findings to support decision-making processes.

### Diwali Sale Analysis | PYTHON

May 2024 - May 2024

- Identified married women aged 26-35 in IT, Healthcare, and Aviation as key buyers in Food, Clothing, and Electronics.
- Conducted market research targeting UP, Maharashtra, and Karnataka regions.
- Analyzed consumer behavior to inform targeted marketing strategies.

### Vrinda Store Data Analytics | MICROSOFT EXCEL

May 2024 - May 2024

- Women are more likely to buy compared to men (-65%).
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%).
- Adult age group (30-49 yrs) is max contributing (~50%).
- Amazon, Flipkart and Myntra channels are max contributing (~80%).

## Technical Skills

- **Tools:** Python (Pandas, NumPy, Matplotlib, Seaborn), Advanced Excel (Functions, Pivot Tables, Macros)
- **Data Visualization:** Power BI, Matplotlib, Seaborn
- **Database Management:** SQL (Microsoft SQL Server)
- **Programming:** (DSA) Python

## Achievements

Achieved Microsoft Learn Python Certification, showcasing proficiency in Python programming through comprehensive training and hands-on exercises.

## Interests

Travelling, Singing, Cooking