

RAJ SINGH

Data Analyst | Business Analyst | BI & Reporting Analyst

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PROFESSIONAL SUMMARY

Results-driven **Data Analyst** skilled in **SQL, Power BI, Excel, and Python** with proven ability to transform raw data into actionable insights. Experienced in building interactive dashboards, automating ETL workflows, and conducting data-driven analysis that supports business decisions. **8+ months of projectbased experience**, delivering measurable insights that improved efficiency and reporting accuracy. Seeking entry-level roles across Data Analytics, Business Analysis, BI Reporting, and Insights.

SKILLS SUMMARY

Languages & Libraries: **Python (Pandas, NumPy, Matplotlib, Seaborn)**

Databases: **MySQL, PostgreSQL (Joins, CTEs, Window Functions)**

Visualization Tools: **Power BI, Tableau, MS Excel (Power Query, Pivot Tables)**

Platforms & Tools: **Git/GitHub, AWS (S3, Redshift), Jupyter Notebook, VS Code**

Core Competencies: **Data Cleaning, Data Modeling, Data Visualization, BI Reporting, EDA, KPIs Tracking**

PROJECTS

HR Attrition & Retention Dashboard | Power BI | Feb 2025 | [View Project](#)

- Built a **multi-page HR analytics dashboard** integrating SQL data with advanced DAX measures for dynamic insights.
- **Revamped HR reporting efficiency by 35%** and enhanced decision-making speed by 40% through automated visual reporting.
- Shortened manual HR reporting time by **40%**, improving workforce analytics turnaround.

Netflix Viewing Behavior Analytics | Power BI | Mar 2025 | [View Project](#)

- Processed **5000+ records** to uncover content genre preferences, watch time patterns, and engagement insights.
- Designed KPI cards and trend visuals using DAX, **increasing recommendation accuracy by 20%**.
- Delivered visual insights that boosted data-driven decisions for user retention strategies.

Adidas Shoe Sales Analysis | Python (EDA) | Apr 2025 | [View Project](#)

- **Analyzed 100K+ transactions** to uncover demographic and seasonal sales trends.
- **Increased forecast accuracy and ROI by 15%** through regression-based demand modeling.
- **Reduced manual analysis time by 30%** by automating repetitive EDA workflows with Python.

Online Course Engagement Dashboard | Excel and PostgreSQL | May 2025 | [View Project](#)

- Developed Excel dashboard linked with PostgreSQL for real-time student engagement tracking.
- **Reduced manual processing time by 50%** by automating ETL workflows using Excel Power Query.
- Generated insights that **improved course content optimization by 25%**.

EDUCATION

Bachelor of Technology (B.Tech) – Computer Science and Engineering

Assam Downtown University | CGPA: **8.63** | Graduated: July 2025

Relevant Coursework: Statistics, Data Mining, Probability, Linear Algebra, Data Wrangling

CERTIFICATIONS

- Google Data Analytics (In Progress, 2025)
 - Kaggle – Pandas (2025)
 - Kaggle – Data Visualization (2025)
 - HackerRank – SQL (Basic & Advanced, 2023–2025)
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SOFT SKILLS

Analytical Thinking, Problem-Solving, Data Storytelling, Collaboration, Attention to Detail, Communication