

## SUMMARY

**Data Analyst with a strong foundation in Python, SQL, Excel, and Power BI**, experienced in handling large datasets, interactive dashboards, and statistical analysis. Passionate about leveraging data to drive business insights, optimize decision-making, and improve strategies. Proficient in ETL processes, Power BI, Microsoft Excel, Apache Spark, and cloud technologies with hands-on project experience in stock market analysis, sentiment analysis, and customer segmentation.

## TECHNICAL SKILLS

Advanced Excel I (V Look Up, H Look Up, Sum if, If, Count if, Concatenate, Pivot Tables, Data Tab Functions) Amazon Aws S3,EC2,VPC

MS Office Suite

Power Bi

Power BI (DAX Queries)

Data Visualization

Data Cleaning

Statistical Analysis

Power Query

JSON, Data Cleaning

Python (Pandas, NumPy)

SQL (PostgreSQL/MySQL)

## KEY SKILLS

Process Optimization

Multi-tasking

Problem Solving

Reporting & Documentation

Issue Resolution & Troubleshooting

## EDUCATION

Amity University Haryana, MCA.

Aug '23 - Jun '25

Amity University Haryana, BCA

Aug '20- Jun'23

## PROJECTS

### *Sales Analysis Visualization Pipeline for E-commerce.*

- Conducted **customer segmentation using Python** based on purchase patterns and demographic attributes
- Delivered 14% increase in** campaign effectiveness by uncovering actionable insights from segmented data
- Developed dynamic **Power BI dashboard** to visualize customer groups, sales performance, and purchasing behavior
- Automated data cleaning and transformation processes, ensuring consistent and up-to-date reporting across teams**
- Used **Excel pivot tables and functions to support dynamic reporting** before **Power BI** integration, enabling better team collaboration during initial analysis stages.

### **Stock Price& News Sentiment Correlation Analysis**

- Analyzed 5 **leading tech companies' stock prices** and their correlation with news sentiment using **Apache Spark & Python**.
- Built an **interactive dashboard (Power BI)** to visualize stock trends and sentiment impact.
- Processed **500+ news articles & stock data** to identify patterns in price fluctuations based on sentiment analysis
- Utilized **Amazon S3** for scalable data storage and **EC2** for processing stock and sentiment data in a cloud environment.

### **Sales Forecasting & Inventory Optimization Dashboard**

- Built and end-end analytics solution to forecast sales and optimize inventory using Excel, SQL, and Power BI
- Cleaned and analyzed 12 months of sales data to identify trends, low-stock risks, and overstock issues
- Developed a Power BI dashboard with forecast vs actuals, restock priorities, and category-wise insights
- Achieved 18% improvement in inventory efficiency; full project documented and shared on GitHub

