

Skills

Data Analysis: Proficient in Excel, Google Analytics, SQL, Power BI, and Python.

Data Visualization: creating dashboards and visual reports using Power BI & Excel.

Programming: Knowledge of Python for data manipulation, analysis and machine learning.

Projects

Airlines Analysis - [link](#)

- Analyzed aircraft fleet operations data to enhance occupancy rates and maximize profitability, leveraging insights for optimizing a diverse fleet's performance.
- Utilized SQLite3 as the database and executed complex SQL queries in Jupyter Notebook for insights on route optimization, customer trends and dynamic pricing strategies.

Ecommerce Sales Analysis - [link](#)

- Conducted an in-depth SQL-based analysis of the Target Retail Dataset to derive actionable insights on sales trends, customer behavior, and product performance, driving data-informed business strategies.
- Designed advanced SQL queries on the Target Retail Dataset to address business problems such as retention rates, sales growth, and seller rankings.

Pizza Sales Analysis - [link](#)

- Conducted comprehensive SQL-based analysis on 4 datasets to calculate total revenue (\$1.2M), identify the top 5 most ordered pizzas, and analyze size preferences to drive actionable insights.
- Designed advanced SQL queries to determine category-wise pizza distribution, revenue contribution, and order trends, identifying top 3 pizzas contributing 25% to overall sales.

Blinkit Power BI Project - [link](#)

- Analyzed Blinkit sales dataset using Power BI desktop to address business problems and generate actionable insights.
- Created an interactive using power BI dashboard to visualize sales, identify key trends, and highlight revenue contributions by outlet size, location, and product category.

Ferns and Petals Sales Analysis - [link](#)

- Built an interactive sales dashboard in excel using pivot table , power query editor and DAX queries for Ferns N Petals (FNP) to analyze KPIs like total revenue, customer retention, and delivery efficiency.
 - Identified trends in product performance and seasonal demand to optimize marketing and inventory strategies.
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Work Experience

2021 – 2024 (Non-Technical Field) | Real-Estate | US Mortgage

Company: Ascendum KPS Pvt. Ltd. | Pratham Heights

Education

- **Bachelor of Engineering:** Electronics & Communication | Gujarat Technological University, Gujarat | 2019
 - **Post Graduation:** Data Science | Purdue University, Indiana | 2023
 - **Relevant Courses:** Data Analysis, Database Management, Python Programming, Statistics.
 - **Certifications:** Certified Power BI Analyst and Excel specialist by Microsoft.
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