

Skills

Data Analysis: Proficient in Excel, SQL, Power BI, and Python for data analysis and reporting.

Data Visualization: Experienced in creating dashboards and visual reports using Power BI.

Database Management: Skilled in SQL, database design, and management.

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

Work Experience / Projects

Airlines Analysis - [link](#)

- Analyzed a comprehensive airlines dataset used python and MYSQL database to identify trends, resulting in actionable insights to optimize occupancy rates and enhance profitability by up to 10% through pricing adjustments and operational strategies.
- Developed and presented visualizations, including line and bar graphs, to track ticket booking trends, revenue distribution, and fare conditions across aircraft types, highlighting key revenue drivers.
- Proposed data-driven recommendations to refine pricing strategies, resulting in potential annual revenue growth while maintaining customer satisfaction and safety standards.

Python + SQL Ecommerce Sales Analysis - [link](#)

- Analyzed e-commerce sales data by using python and SQL to identify top-performing categories, contributing to a 20% increase in targeted marketing effectiveness and customer engagement.
- Visualized sales trends by using matplotlib libraries, customer demographics, and purchase behavior, enabling data-driven decisions that boosted overall revenue by 15%.
- Optimized inventory management by identifying slow-moving products, reducing overstock by 10% and improving operational efficiency.

Pizza Sales Analysis - [link](#)

- Analyzed 4 datasets with over 10,000 records using SQL, uncovering trends in customer behavior and identifying the top 3 pizza types contributing 25% of total revenue.
- Executed 20+ SQL queries to calculate \$150,000+ in total revenue, determine a 30% higher demand for medium-sized pizzas, and identify peak order hours (12 PM, 5-7 PM).
- Tracked and visualized cumulative revenue growth over 6 months, providing insights that supported a 15% improvement in sales forecasting accuracy.

Blinkit Power BI Project - [link](#)

- Designed an interactive Power BI dashboard to analyze a dataset of 8,500+ items, generating insights into \$1.2M in total sales, with medium-sized outlets contributing \$508K (42%) and Tier 3 locations driving \$472K (39%) of revenue.
- Identified top-performing product categories (Fruits & Vegetables, Snack Foods at \$180K each) and customer preferences, revealing a 64% preference for low-fat products, enabling targeted inventory strategies.
- Tracked outlet performance trends, highlighting a 163% sales growth from 2012 to 2022, and provided actionable recommendations to optimize operations, leading to improved revenue forecasts and market competitiveness.

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

- Analyzed FNP sales data by creating excel dashboard to identify high-demand product categories and peak sales seasons, leading to a 20% increase in sales through targeted promotions and inventory optimization.
- Developed interactive excel dashboards to visualize regional sales trends and customer preferences, enabling data-driven decisions that improved operational efficiency by 15%.

- Recommended personalized marketing strategies based on customer behavior insights, resulting in a 10% boost in customer retention rates.

Education

- Bachelor of Engineering in Electronics & Communication | Gujarat Technological University, Gujarat | 2019
 - Post Graduation in 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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