Sonali Joshi

Data Analyst, Business Analyst, BI

Results-driven analyst with practical expertise in Power BI, SQL, Excel, and foundational Python skills, complemented by a background in Business Administration with a focus on Finance. Proficient in data gathering, synthesis, and summarization, I am actively seeking opportunities to leverage these skills to inform strategic business decisions and excel in Financial Analysis.

✉ SonaliJoshiThakar@gmail.com

☎ +31642086646

📍 Diemen, Netherlands

in linkedin.com/in/sonali-joshi-thakar

○ sonalijoshithakar.github.io/My-Portfolio

SKILLS

- Market research
- Data preparation
- Data collection
- Power BI
- MySQL
- Excel
- Adaptability
- ETL
- Selenium
- Analytical Thinking
- Java
- Curiosity and Eagerness to Learn
- Financial Analysis
- Business Analysis

INTERESTS

- Movies
- Reading
- Yoga

WORK EXPERIENCE

Junior Business Analyst
VGD Technologies

02/2021 - 03/2022   *Ahmedabad, India.*
Achievements/Tasks.

- Collaborated in sprint planning and backlog refinement meetings with the development team and Scrum master.
- Assisted senior business analyst in documenting requirements during sessions with business partners. Conducted data extraction, validation, and ensured data consistency.
- Utilized JIRA to collect and manage ideas, knowledge, work details, and track issues. Engaged in system testing, user acceptance testing, and solution validation.
- Created visualizations and presentations for business insights under the guidance of the senior business analyst.
- Worked with business and IT groups to establish both short-term and long-term goals.

Sole Proprietorship
SoBha Creation, Pune

02/2015 - 12/2020   *Pune, India.*
Achievements/Tasks.

- E-commerce Platforms: Proficient in Amazon, Meesho, Flipkart.
- Digital Marketing: SEO, social media, email marketing, PPC advertising.
- Customer Service: Exceptional customer support skills.
- Inventory Management: Expertise in supply chain processes.
- Successful track record in e-commerce with a focus on revenue growth.
- Proven ability in marketing strategies and sales optimization.
- Financial Planning and Analysis.

CERTIFICATES

Introduction to Data Analytics by IBM (01/2024)
https://coursera.org/share/3507ee672a565e96a01612ceb553fd95

IELTS (04/2023)

Software Testing Masterclass by Udemy (07/2023)

https://www.udemy.com/certificate/UC-e240b793-c99d-495f-825a-35413b07c52d/

Software Testing Manual & Automation by Yess Infotech, Pune (07/2023)

PERSONAL PROJECTS

Call Centre Trends for PWC Internship

- Task: Develop a Power BI dashboard for the Call Center Manager to gain insights and transparency from the provided Raw Excel data in PwC's internship. Utilize Power Query Editor for the Extract, Transform, Load (ETL) process, and Power BI for data visualization.
- The outlined steps include:
  - Importing the dataset into Power Query Editor,
  - Executing the ETL process
  - Formulating essential measures using DAX functions.

Sales Insights Dashboard – Project Management, Sales Domain | SQL, Excel, Power BI

- Project Journey: Conducted deep data analysis in SQL, connecting seamlessly with Power BI. Rigorous ETL processes and meticulous data cleaning ensured dataset integrity. Addressed currency disparities with careful conversion. Developed key measures for informative Power-BI visuals.
- Dashboard Impact: Implemented a transformative Power BI Dashboard for Sales Trend Analysis at AtliQ Hardware. The concise yet illuminating tool enables effortless interpretation, fostering a data-driven decision-making environment.

HR Attendance Analysis

- Problem Statement: The company's HR wants to analyze trends in: Actual vs. Scheduled Attendance, Work from Home vs. Office Attendance, Leave Percentage
- Knowledge Gained: Data Cleaning and Transformation, DAX Functions, Measure Creation, Visualization: Charts and Tables, Dashboard Filtering with Slicers, Report Enhancement

Sales Insights of Chocolate Company using EXCEL

- Descriptive statistics in Excel: EDA using conditional formatting, Country-wise sales report with formulas, Sales by Country report utilizing Pivots.
- Top 5 products with cost per unit, Anomaly detection in data, Bestin-category analysis, Profit analysis by combining tables, Dynamic country-level sales report, Identifying products for discontinuation.

EDUCATION

Master of Business Administration - MBA Finance and Financial Management Services
Gujarat Technological University (GTU)

2012 - 2014   *Ahmedabad, India*

ACHIEVEMENTS

Created numerous Excel and Power BI reports pivotal for making business-critical decisions.