

Skills

- SQL (SQL Server, MySQL)
- Python (Pandas, NumPy, Scikit-learn, Matplotlib)
- SPSS
- Excel (VLOOKUP, Conditional Formatting, Pivot Tables)
- Microsoft Azure
- Shopify
- Microsoft Power Bi (DAX, Power bi service)

Projects

[KMEANS CLUSTERING CUSTOMER SEGMENTATION](#)

- Utilized **Python** to analyze 525,462 sales record of an online store and gain insights on the customer purchasing behavior to identify key variables for cluster analysis.
- Implemented **Regex** techniques to comb through the data and standardized data into useful format.
- Aggregated and visualized the data by using **pandas, seaborn, matplotlib** and **scikit-learn** to create useful clusters and segment customers into appropriate category.

[GLOBALSTORE ONLINE SALES DASHBOARD](#)

- Designed and implemented an interactive **Power BI** dashboard to visualize sales data for online store, enabling real-time insights and data-driven decision-making.
- Transformed and processed data by using **DAX (Data Analysis Expressions)** to develop custom calculations and measures, and **Drill-through** function enhancing the analytical capabilities of the report.
- Conducted market and **Time intelligence** analysis using Power BI, leveraging DAX functions to evaluate sales performance across different regions and time periods.

[LINKEDIN JOB POSTINGS ANALYSIS](#)

- Utilized **MySQL** for data cleaning processes using complex **SQL queries**, including handling missing values, duplicates, and standardizing data formats to ensure high data quality.
- Implemented advanced SQL techniques such as window functions, **CTEs**, and wildcard operators to efficiently manipulate and organize data.
- Conducted in-depth data analysis to uncover trends in job postings, utilizing **aggregate functions** and creating **subqueries** to summarize key metrics like job titles, industry demand, and job locations.

Work Experience

MARKET RESEARCH INTERN – Masterchow – Delhi

June 2023 - July 2023

- Utilized advanced **Excel** functions and **Google Sheets** for data analysis, including pivot tables and **XLOOKUP**, to optimize inventory management and sales tracking.
- Managed and updated product listings and descriptions on **Shopify**, for enhanced product descriptions and **SEO** optimizations.
- Coordinated and **optimized sales strategies** across multiple online platforms, including Amazon, Blinkit, Instamart to maximize product reach and sales performance.

Education

BA HONS IN BUSINESS ECONOMICS– Aryabhata College, University of Delhi –

June 2024

Majors: Microeconomics, Macroeconomics, Statistics, Econometrics, Big Data

CERTIFICATION- Power bi PL-300 certification prep course, Excel expert-Microsoft office specialist for office 365