Sourav Prakash

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# Professional Summary

Detail-oriented and analytical Data Analyst with hands-on experience in Excel and Power BI. Proven ability to clean, model, and visualize large datasets to uncover actionable insights. Skilled in DAX, Power Query, data modeling, and dashboard development. Adept at transforming business requirements into data-driven solutions that support strategic decision-making. Strong foundation in working with clients to deliver impactful reports and optimize business performance.

# Skills

• Excel: Power Pivot, Power Query, Data Modeling, Data Cleaning  
• Power BI: DAX, Data Visualization, Power Query, Data Modeling  
• Data Analysis: Trend Analysis, KPIs, Report Automation  
• Tools: Microsoft Excel, Power BI, SQL (basic), Microsoft Office Suite  
• Soft Skills: Problem Solving, Communication, Critical Thinking, Time Management

# Projects

## Data Cleaning (Excel)

Utilized Power Query in Excel to clean and transform a raw sales dataset. Removed duplicates, handled missing values, corrected inconsistent data types, and standardized formatting. Enabled further analysis and visualization by preparing the dataset in a clean and structured manner.

## Pivot Tables Analysis (Excel)

Conducted business data analysis using Pivot Tables to extract insights on sales by region, segment, and category. Created interactive tables and visual summaries that helped identify top-performing areas and optimize inventory decisions.

## Power Pivot Project (Excel)

Designed a data model using Power Pivot to combine multiple data sources. Created calculated columns and measures using DAX to identify annual profit trends by product type and evaluate customer purchase patterns, especially repeat customers.

## Data Cleaning & Visualization (Power BI)

Performed end-to-end BI project including data cleaning using Power Query, data modeling, and DAX calculations. Built a dynamic Power BI dashboard to track sales performance, profit margins, and customer behavior over time.

## Survey Data Analysis (Power BI)

Analyzed a dataset of survey responses to identify industry trends. Created visuals to highlight average salary by role, popular programming languages, and entry barriers in the data analytics field. Delivered an interactive report for stakeholder presentation.

# Work Experience

## Freelance Data Analyst – Pet Haven

Worked with Pet Haven to provide data analysis services aimed at understanding their business performance. Analyzed annual sales data to uncover seasonal trends and customer retention rates. Built Power BI dashboards to compare regional performance and assess repeat customer behavior, contributing to improved marketing strategies and decision-making processes.