# SOWNDARYA S
## DATA ANALYST

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## PROFESSION SUMMARY

Aspiring Data Analyst skilled in Power BI, Python, SQL, and Excel, focused on leveraging analytical and statistical expertise to deliver actionable insights. Proficient in data visualization and predictive modeling, driving optimized decision-making. Committed to solving complex problems and fostering business growth through robust data-driven strategies. Eager to apply knowledge to real-world challenges within a dynamic organization.

## TECHNICAL SKILLS

- Programming & Databases: Python, SQL
- Data Visualization: Power BI, Tableau, Matplotlib, Seaborn
- Exploratory Data Analysis (EDA): Pandas, NumPy, Matplotlib
- SQL Queries & Database Management
- Python for Data Analysis
- Excel: Pivot Tables, VLOOKUP, Data Analysis
- Statistical Analysis & Problem-Solving
- Business Intelligence & Reporting
- CAD Designing (Tuka-cad)
- Graphic Design: Adobe Photoshop, Illustrator

## PROFESSIONAL EXPERIENCE

**Data Analyst Intern | Analogica | Nov 2024 - May 2025**
- Built automated reports using Power BI to track business performance
- Created and maintain detailed reports, presentations and documentation
- Gained hands on experience with data analysis tools such as Excel, Mysql, Powerbi, Python
- Conducted data analysis to support decision making and business strategy.

**Merchandiser | Metro Fabrics | Nov 2021 - Nov 2023**
- Costing and planning
- Regular Stock report generation and updating
- Coordinating with customers, design, purchase and production team
- Scheduling, creating production file and follow up for every new orders
- Verification of stock availability and initiate purchase of necessary accessories based on requirement

## EDUCATION

- Madras university| 2020 | M.Sc - Textile & Fashion Designing -75%
- Gandhigram University | 2018| B.Sc - Textile & Fashion Designing -80%
- State Board | 2015| Senior secondary -65%
- Matriculation | 2013| Secondary (10th) 75.8%

## PROJECTS

**E-commerce Sales Dashboard (Power BI):**
- Designed an interactive dashboard to analyze e-commerce sales trends, customer demographics, and revenue insights, enabling data-driven decision-making.

- Utilized DAX calculations and data modeling to enhance dashboard efficiency, providing real-time insights for strategic business growth.

**Netflix Data Analysis (SQL):**
- Performed SQL queries to extract insights from Netflix data, analyzing user preferences, content distribution, and viewing patterns to derive business recommendations.
- Improved query efficiency using indexing, joins, and subqueries, ensuring faster data retrieval for large datasets.
- Evaluated content popularity across different genres and Countries, assisting in data-driven content acquisition strategies.

**Sales Analysis & Data Modeling (Excel ):**
- Developed a comprehensive data model in Excel using Power Query and Pivot Tables, integrating multiple datasets for advanced analysis.
- Created interactive dashboards with charts and graphs to track sales trends, customer behavior, and revenue insights.
- Applied Excel formulas and DAX calculations to assess key sales metrics, profitability, and business performance.

**Global Superstore EDA (Python):**
- Conducted an in-depth Exploratory Data Analysis (EDA) on Global Superstore data using Pandas, NumPy, Matplotlib, and Seaborn to identify key business insights, market performance, and operational efficiencies.
- Identified top-performing products, regions, and customer segments to optimize sales and profitability.
- Analyzed shipping times, delivery efficiency, and supply chain bottlenecks to enhance logistics and customer satisfaction.

## CERTIFICATIONS

- **Certisured Institute**: 2024 | Full Stack Data Analysis (FSDA - Powerbi, Excel, MySQL, Python)- Course Completed certificate.
- **Certifications**: Workshop Certificate from Analogica (2025), Earned certification in Tuka-cad, Adobe Photoshop, and Adobe Illustrator, showcasing proficiency in CAD design and graphic editing.

- **Awards/Activities**: Received state-level awards in sports and drawing competitions during school, demonstrating excellence in both athletic and artistic pursuits.

## ADDITIONAL INFORMATION

- **Languages**: English, Tamil.

- **Power BI Workshop Facilitation - Instructor  | Mar 2025**
    - Conducted training sessions on Power BI and Excel for aspiring data analysts
    - Developed structured lesson plans, hands-on exercises, and real-world case studies
    - Guided students in data visualization and database management
    - Provided mentorship and feedback to enhance students' understanding of data analytics concepts