**Swetanshu Chakladar**

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# Objective

# Business Analyst with a B.Tech in Electronics & Telecommunication and hands-on experience in SQL, Excel, and Python. Proven ability to deliver insights from complex datasets through real-world projects. Good at creating dashboards, automating reports, and supporting data-driven decisions. Eager to contribute to cross-functional teams in fast-paced environments.

# Summary

BTech graduate in Electronics and Telecommunication (Swetanshu Chakladar) with strong analytical skills and hands-on experience in SQL, Excel, and Python through real-world projects.

*Completed projects:*

* *SQL:* Analyzed 10,000+ rows of sales data to find trends and improve inventory planning.
* *Excel:* Built a dynamic dashboard to track monthly expenses and savings.
* *Python:* Created a script to automate daily stock price scraping.

Eager to grow as a Business Analyst, contribute to data-driven decisions, and collaborate with cross-functional teams.

# Skills

* **SQL:** Skilled in data querying, joins, and aggregate functions; familiar with RDBMS concepts.
* **Excel:** Proficient in pivot tables, charts, and functions like VLOOKUP, SUMIF, COUNTIF.
* **Python:** Knowledge of Python, with exposure to Pandas and NumPy for simple analysis.
* **Productivity Tools:** Proficient in MS Word, PowerPoint, Google Docs, and Google Sheets.

# Tools Used

* JupyterLab
* MS Excel
* MS PowerPoint
* MS Word
* MY SQL Workbench 8.0 CE

# Projects and Case study

**1. Cybersecurity Incident Analysis: SQL Project**

***Objective***

To conduct a comprehensive Cybersecurity Incident Analysis project using SQL to extract insights from cyber incident data, focusing on attack trends, financial impact, and defense effectiveness. The analysis aimed to identify key patterns to support strategic cybersecurity decision-making.

***Responsibilities***

* Identified top countries, industries, and attack types based on frequency, user impact, and financial loss.
* Analyzed year-wise trends, internal vs. external threats, and resolution effectiveness by defense mechanism.
* Used SQL queries to highlight high-risk sectors and optimize cybersecurity strategies based on data-driven insights.

***GitHub:*** <https://github.com/Swetanshu535/-Cybersecurity-Incidents-Analysis-A-SQL-Based-Insight-into-Global-Attack-Trends->

**2. Nissan Dataset analysis: SQL Project**

***Objective***

To conduct a targeted SQL-based analysis to assess vehicle model quality, performance, and customer demographics from the Nissan dataset.

***Responsibilities***

* Identified poorly performing models and top-performing ones in good condition to evaluate product quality.
* Analyzed customer gender distribution in relation to vehicle condition for marketing insights.
* Explored color trends and high-performance vehicles with high mileage to inform design and engineering focus.

***GitHub:*** <https://github.com/Swetanshu535/SQL-my-project>

**3. Laptop Price Analysis Dashboard: Excel Project**

**Objective**

To built a dynamic and insightful dashboard using Excel to analyze a comprehensive laptop price dataset. The project involved data cleaning, summarization, and visualization to extract key insights related to laptop types, pricing, specifications, and company-wise performance.

***Responsibilities***

* Created an interactive Excel dashboard to analyze laptop sales, types, operating systems, and hardware specifications.
* Aggregated laptop types and total weight to identify trends in product categories.
* Calculated total prices and company-wise price distribution using Excel formulas like SUMIF, VLOOKUP, and PIVOT TABLES.

***GitHub:*** <https://github.com/Swetanshu535/Laptop-prices-dataset-case-study>

**4. Bank Marketing Analytics: Excel-Based Project**

**Objective**

To conduct a data-driven analysis on a bank marketing dataset using Excel to derive insights into customer behavior and marketing campaign responses. Leveraged advanced Excel functions to evaluate financial issues, customer demographics, and loan/housing patterns for strategic decision-making.

***Responsibilities***

* Used SUMIF to calculate the total balance for married individuals, identifying key target segments.
* Applied COUNTIF to count housing status marked "yes" specifically for customers with the job title "admin".
* Utilized AVERAGEIF to compute the average campaign duration for individuals with secondary education.

***GitHub:*** <https://github.com/Swetanshu535/Bank-Marketing-Project>

**5. Mobile Price Case Study**

***Objective***

To evaluate the mobile usage patterns across different devices to uncover key user behavior insights. Using Excel functions, pivot tables, and filters, we explored data points such as the count of models under each operating system, battery drain per device per day, and total data usage by OS.

***Responsibilities***

* Analyzed device models, operating systems, and battery drain rates to uncover mobile usage patterns.
* Identified iPhone usage among male users and evaluated app usage time and data consumption per OS.
* Created an interactive dashboard to visualize insights and support strategic decision-making.

***GitHub:*** <https://github.com/Swetanshu535/Mobile-price-case-study>

**6. Loan Approval Project**

***Objective***

To conduct in-depth analysis of loan applicant data using Excel functions, pivot tables, and filters to uncover key trends affecting loan approval outcomes.

***Responsibilities***

* Evaluated loan intent and income correlation to identify high-risk purposes for loan applications.
* Calculated total loan amounts and total person income to understand financial capacity across applicants.
* Created an interactive dashboard to display key metrics, supporting data-driven decision-making in the loan approval process.

***GitHub:*** <https://github.com/Swetanshu535/Loan-Approval-project->

**7. Python mini project**

**Objective**

To use Python concepts through real-world problem-solving across e-commerce, fitness, and event management scenarios.

***Responsibilities***

* Built Python modules to manage product attributes, implement billing discounts, and check voting eligibility using variables, data types, and conditional logic.
* Created dynamic systems like a fitness points tracker and event guest list manager using operators, sets, and control structures.
* Applied foundational Python skills to simulate business logic and enhance hands-on understanding of core programming principles.

***GitHub:*** <https://github.com/Swetanshu535/Mini-Real-life-python-project>

# Education

* **BTech in Electronics and Telecommunication Engineering** - Academy of Technology
* **Higher Secondary Education** - Harnett English Medium School
* **Secondary Education** - Kendriya Vidyalaya, Kanchrapara

# Certificates and Achievements

***SQL Udemy certificate***

* MYSQL for beginners 2023 completed the course in Udemy.

**MY SQL IVY course completion badge**

* **Comprehensive SQL Training**: Completed 16 in-depth sessions covering fundamentals to advanced topics including CRUD operations, data transformation, joins, subqueries, views, stored procedures, and complex SQL functions.
* **Database Design & Management**: Gained hands-on experience with MySQL installation, ERD creation, normalization, constraints, reverse engineering, and data modeling using primary, foreign, and composite keys.
* **Advanced Data Handling**: Mastered data analysis using Window Functions, CTEs, PIVOT/UNPIVOT, CASE/WHEN logic, regex pattern matching, and built strong proficiency in writing efficient, real-world SQL queries with BigQuery and MySQL.

**Advanced Excel IVY Course completion badge**

* ***Excel Fundamentals & Data Hygiene:*** Gained expertise in data cleaning best practices including avoiding merged cells, handling empty rows/columns, correcting data types, formatting, and organizing totals, titles, and notes for clarity and consistency.
* ***Advanced Functions & Analysis Tools:*** Proficient in using conditional (SUMIFS, AVERAGEIFS, COUNTIFS), logical (IF, AND, OR, IFS, SWITCH), lookup (VLOOKUP, HLOOKUP), and dynamic array functions, along with text, date, and numerical functions.
* ***Dashboards, Pivot Tables & Decision Tools:*** Developed interactive dashboards using PivotTables and slicers; applied data validation, advanced filtering, conditional formatting, and What-If analysis tools like Goal Seek and Solver for data-driven decision making.