

Skills

- SQL (SQL Server, MySQL, PostgreSQL)
- Python (Pandas, NumPy, SciPy, Matplotlib)
- Tableau
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- Microsoft Azure (DataBricks, Azure Data Lake, Azure Data Warehouse)
- ML
- Microsoft Power BI

Projects

CUSTOMER CHURN ANALYSIS – PYTHON, PANDAS, SEABORN | Personal Project JULY 2025

- Conducted EDA on Telco dataset to identify churn patterns and key risk factors
- Cleaned data (handled missing values, type conversion) and removed duplicates
- Revealed high churn among senior citizens, high-paying, and month-to-month contract customers
- Provided actionable insights to improve retention strategies
- Tools: Python, Pandas, NumPy, Seaborn, Matplotlib, Jupyter Notebook

SALES PERFORMANCE DASHBOARD – POWER BI, DAX, SUPERSTORE DATASET | Personal Project JULY 2025

- Built an interactive Power BI dashboard to analyze sales, profit, and orders across regions, time periods, and product categories
- Cleaned and prepared data (checked data types, handled nulls), and created custom DAX measures for KPIs like Total Sales, Profit Margin, and YoY Growth
- Designed dynamic visuals: KPI cards, time-series line charts, regional/category bar charts, and slicers for drill-down analysis
- Identified key trends: West region led in sales; Technology category showed highest profit; Q1 margins flagged for review
- Delivered actionable recommendations to improve regional sales, inventory planning, and promotional strategies
- Tools: Power BI, DAX, Excel, Superstore dataset (10,000 records)

SALES ANALYSIS PROJECT – SQL, MYSQL, SUPERSTORE DATASET | Personal Project JULY 2025

- Designed and implemented a relational database from raw Superstore data by creating normalized tables for Customers, Orders, Products, and Order Items
- Wrote and executed complex SQL queries to analyze monthly/yearly sales trends, best-selling products, and top customer lifetime value (CLV)
- Cleaned and transformed data using SQL functions (e.g., STR_TO_DATE, ROUND, GROUP BY, JOIN) to enable structured insights
- Delivered business insights such as peak revenue months, top product categories by revenue and quantity, and high-value customers
- Tools: SQL, MySQL, ER modeling, Superstore dataset

CUSTOMER SEGMENTATION USING RFM ANALYSIS – PYTHON, RFM MODELING | Personal Project JULY 2025

- Analyzed customer behavior using RFM (Recency, Frequency, Monetary) analysis on UK retail dataset (2010–2011).
- Cleaned and preprocessed raw transactional data using Python (Pandas, NumPy) for accuracy and consistency.
- Computed RFM scores and segmented customers into strategic groups like Champions, Loyal, and At-Risk.
- Visualized segment distributions and purchasing patterns using Matplotlib and Seaborn heatmaps.
- Delivered actionable business insights and retention strategies via a presentation deck.
- Tools: Python, Jupyter Notebook, RFM Modeling, Data Cleaning, Data Visualization, GitHub, PowerPoint.

Work Experience

- Fresher with a focus on data analysis and related skills.

Education

BACHELOR OF COMMERCE(GEN) – Calcutta University – Kolkata, WB (2017-2021) AUG 2021

Subjects: Accounting, Economics, Finance, Management, Marketing, and Statistics.

Certifications

DATA ANALYST CERTIFICATION – Certified Data Analyst and Excel specialist by IBM.

RELEVANT COURSES: Data Analysis, Database Management, Python Programming, Statistics.