

Praveen K | *Data Analyst*

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Motivated, teamwork-oriented, and responsible Data Analyst with 2+ years of experience interpreting and analyzing data to drive successful business solutions. Proficient knowledge in analytics and visualization.

EDUCATION

MCA (Computer Applications)

Jul 2024

University of Madras, Madras

BCA (Computer Applications)

June 2018 – April 2021

Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai

EXPERIENCE

Data Processing Analyst

Aug 2021 - Present

NielsenIQ, Chennai, India

- Analyzed FMCG goods for leading US-based retailers like CVS, Walgreens, and Walmart using ETL, SQL, and Python, achieving a 15% improvement in process efficiency.
- Conducted data analysis using SQL queries, Python, and Power BI, deriving actionable insights and maintaining data accuracy above 90%.
- Managed SQL databases for FMCG stores, storing crucial data on store locations, products, and sales, reducing data retrieval time by 20%.
- Created quarterly, semi-annual, and yearly data dashboards for stakeholders using Power BI, facilitating informed decision-making, addressing over 50 client inquiries, and improving reporting efficiency by 20%.
- Designed Power BI dashboards for team productivity, and collaborated with cross-functional teams to implement analytical solutions, leading to a 15% increase in team efficiency.
- Applied expertise in Retail, Merchandising, and Marketing domains for data-driven decision-making, managing over 50 client inquiry calls, and initiating team and office engagement activities, resulting in a 10% boost in employee satisfaction.

SKILLS

SQL, Python, Power BI, Microsoft Excel, Pandas, NumPy, Matplotlib, Seaborn
Data Visualization, Data cleaning, Data Modeling, and Dashboard creation.

LICENSES & CERTIFICATIONS

Power BI Essential

LinkedIn Learning

Data Analyst certificate

Mind Luster

Python Data Analysis

LinkedIn Learning

PROJECTS

Netflix - Data Exploration and Visualization

Objective - Analyze data to provide insights aiding Netflix in content production decisions and international business expansion.

- Compare movie and TV show counts over the years and examine Netflix content by ratings.
- Identify top-contributing countries to Netflix and assess content availability across countries.
- Evaluate actors and directors across different content types.

EDA and insights were derived using NumPy, Pandas, Matplotlib, and Seaborn.

Cricket Analysis for T20 Team Selection

Objective Develop a Power BI report for optimal T20 cricket team selection based on data-driven insights.

- Conduct comprehensive player analysis, considering batting average, strike rate, and bowling economy.
- Create a Power BI dashboard for visual player data representation and team selection.

EDA and insights were performed using Pandas, and Power BI.

Healthcare Analysis

Objective - Build a comprehensive Power BI visualization for patient waitlist tracking and analysis.

- Provide instant insights into patient waitlist status and exploring historical trends in waitlist numbers.
- Enable stakeholders to drill down for detailed analysis and decision-making.

EDA and insights conducted using Power BI.

HONORS & AWARDS

NOC Star Award

2022

NielsenIQ

Cultural Secretary

2023

CFA (Chief Fun Ambassador) in NielsenIQ

Solo Dance Winner

2022

Solo dance winner in a competition conducted by NielsenIQ

Freelance Dancer

TV shows and events