

# URVESH THUBRIKAR

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in / 🌐 / 🌐 Portfolio

## SUMMARY

Data Analyst with expertise in SQL, Python, Excel, and Power BI. Experienced in transforming raw data into actionable insights through data cleaning, visualization, and dashboard design. Proven track record in political analytics, sales optimization, and customer retention strategies.

## EDUCATION

<b>Rashttrasant Tukdoji Maharaj Nagpur University</b> <i>Bachelor of Technology in Electronics and Communication Engineering</i>	Nagpur, Maharashtra 2022 – 2025
<b>Maharashtra State Board of Technical Education</b> <i>Diploma in Electronics and Telecommunication</i>	Nagpur, Maharashtra 2020 – 2022

## EXPERIENCE

<b>Data Analyst (Project-Based)</b> <i>PSPR – Political Strategy &amp; Political Research</i>	Nov 2025 – Jan 2026 Nagpur, Maharashtra
<ul style="list-style-type: none"><li>Analyzed voter demographics, polling booth data, and election trends to generate data-driven campaign insights</li><li>Designed Power BI dashboards to track party performance and voter sentiment</li><li>Collected field data using Google Forms and managed datasets in Google Sheets and Excel</li><li>Performed data cleaning, verification, and validation to ensure high-quality and reliable voter data</li><li>Conducted segmentation and predictive analysis to identify key voter groups and priority areas</li><li>Coordinated with field survey teams to manage data flow and maintain accurate data management systems</li></ul>	

## TECHNICAL SKILLS

**Programming Languages:** Python, SQL  
**Data Analysis Tools:** Microsoft Excel, Power BI, DAX, Power Query, Pandas, NumPy  
**Technical Skills:** Data Cleaning, Data Visualization, Dashboard Design, ETL, KPI Development, Data Scraping  
**Database:** SQL (SQL Queries, Joins, Subqueries, CTEs, Aggregations, Stored Procedures, Functions, Triggers, Packages)  
**Version Control:** Git, GitHub  
**Soft Skills:** Problem Solving, Critical Thinking, Analytical Thinking

## PROJECTS

<b>Diwali Sales Data Analysis</b>   <i>Python, Pandas, NumPy, Matplotlib, Seaborn</i>	Oct-Nov 2025
<ul style="list-style-type: none"><li>Cleaned and analyzed 10,000+ sales records to uncover trends by gender, age, state, and occupation</li><li>Created visualizations identifying high-value customer segments for marketing optimization</li></ul>	
<b>SQL Music Store Analysis</b>   <i>SQL, Database Analysis</i>	July-Aug 2025
<ul style="list-style-type: none"><li>Conducted SQL analysis to identify top-selling tracks, revenue trends, and customer behavior patterns</li><li>Utilized JOINS, GROUP BY, and aggregations to optimize marketing and inventory strategies</li></ul>	
<b>Customer Churn Analysis</b>   <i>Power BI, DAX, Power Query</i>	Aug-Sep 2025
<ul style="list-style-type: none"><li>Built Power BI dashboard tracking churn metrics using DAX measures and Power Query transformations</li><li>Identified key churn factors, providing recommendations to improve retention by 15-20%</li></ul>	

## CERTIFICATIONS

<b>Career Essentials in Data Analysis</b>   Microsoft and LinkedIn	Oct 2025
<b>Data Analytics and Visualization Job Simulation</b>   Accenture North America	May 2025
<b>Technology Job Simulation</b>   Deloitte	May 2025
<b>SQL Certificate</b>   Microsoft	Sep 2025
<b>Microsoft Power BI Certificate</b>   Microsoft	Sep 2025

## LANGUAGES

English, Hindi, Marathi