

# Vivek Shukla

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Delhi 110084

## OBJECTIVE

Analytical, detail-oriented Data Analyst proficient in SQL Server, Power BI, and Excel, transforms data into actionable insights to improve decisions and efficiency; Currently enhancing skills in Python and machine learning to broaden analytical capabilities.

## Technical Skills

- **SQL Server: Complex Queries, Joins, CTEs, Data Cleaning**
- **Power BI: DAX, Interactive Dashboards, Power Query**
- **Excel: PivotTables, VLOOKUP, Charts, Data Models**
- **Tableau: Basic Proficiency**

## Analytical & Soft Skills

- **Analysis & Visualization**
- **Problem Solving**
- **Attention to Detail**
- **Business Insight Generation**

## PROJECTS

### SQL

- **Book Store Analytics | SQL Server**
  - Built an end-to-end reporting system using CTEs/window functions; automated key reports: monthly revenue, genre market share, top-performing books/customers, and low-stock alerts. Impact: reduced manual reporting by 30% across 3 tables.
- **Nashville Housing Data Cleaning | SQL Server**
  - Standardized dates, imputed/split addresses, normalized fields, and removed duplicates with ROW\_NUMBER(); delivered a clean, analysis-ready table. Impact: deduplicated 1.8K rows and standardized 100% of date fields.

### Excel

- **Global Cybersecurity Threat Analysis (2015-2024) | Excel**
  - The PivotTable model analyzed financial loss and identified affected users by attack, source, industry, and country, surfacing trends and attribution. Scope: 10 years, 9 countries, 6 attack types.
- **Bird Migration Tracker | Excel**
  - Slicer-driven tracker for species KPIs: total birds, migration/nesting success, and habitat distribution; enabled month/region filtering. Scope: 7 species, 10K records.

### Power BI

- **Dairy Sales Performance Dashboard | Power BI**
  - Executive view tracking 118M sales with MoM trends, product/channel mix, and geographic quantity view; drill-through for product-level insights. Impact: cut ad-hoc query time by 40% ([View Dashboard](#)).
- **Pizza Sales Analytics | Power BI**
  - Modeled 0.82M sales across 48.6K orders; analyzed mix by category/size and pinpointed top/bottom pizzas to guide promotions; identified peak weekday/month patterns ([View Dashboard](#)).
- **IPL Cricket Statistics Dashboard | Power BI**
  - Delivered an interactive report on match KPIs (matches, runs, wickets), win-type distribution, and season trends ([View Dashboard](#)).
- **Indian Population Demographics | Power BI**
  - Population and literacy KPIs, state map, literacy-sex ratio scatter, and rural/urban split; coverage: all states/UTs ([View Dashboard](#)).

## EDUCATION

- **B.A., School of Open Learning (SOL), University of Delhi, 2024**
- **Class XII (CBSE) - Govt. Sarvodaya Bal Vidyalaya, Burari, Delhi (2021)**
- **Class X (CBSE) - Govt. Boys Sr. Secondary School, Burari, Delhi (2019)**

## EXPERIENCE

- Entry-level data analyst ready to apply SQL, Power BI, and Excel to deliver KPI reporting and process automation.

## CERTIFICATIONS

- **Data Analytics - Croma Campus (SQL Server, Advanced Excel, Power BI)**
- **Diploma in Certified Ethical Hacking (CSEH) - IICS, GTB Nagar (3rd Place)**
- **Tableau for Data Visualization - self-taught (YouTube)**

## ACHIEVEMENTS & ACTIVITIES

- **3rd Place, Diploma in Cyber Security & Ethical Hacking (CSEH), Indian Institute of Computer Science (IICS), GTB Nagar**