Deepti Yadav

Linkedin | GitHub | Portfolio

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EDUCATION

Dr. APJ Abdul Kalam Technical University
B.tech in Computer Science; 70%

SKILLS SUMMARY

- **Languages**: SQL
- **Tools**: Excel, PostgreSQL
- **Platforms**: pgAdmin, Github
- **Soft Skills**: Analytical thinking, Problem-solving, Good communication, Learning attitude

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EXPERIENCE

Adventure Work Sales Analysis | LINK
- Conducted thorough analysis, revealing key insights into revenue generation, profit margin, and segment contributions.
- Identified 2007 as the most profitable year with a 67.1% profit margin and weekend contribution up to 72% of the total profit.
- USA and Australia collectively contributed 62.7% of total profit, emphasizing regional significance.
- Recognized gender-based profit share gap, suggesting potential areas for corrective action.
- Provided actionable insights into factors influencing sales performance.

SQL PROJECT

Music Store Sales Analysis(SQL, PostgreSQL) | LINK

Objective:
Conducted comprehensive analysis of music store data to extract valuable insights for decision-making.

Methodology:
- **Data Extraction:** Utilized PostgreSQL to copy the relevant data from an Excel sheet to create the database for analysis.
- **Data Analysis:** Crafted SQL queries to analyze various aspects of the operations, including sales trends, customer demographics, and music album performance.
- **Query Optimization:** Implemented optimized SQL queries to efficiently retrieve and manipulate large datasets for faster analysis

Key Insights:
- The USA has the maximum purchases, whereas Prague has the highest number of customers.
- Argentina has the highest spending customers.
- Alternative and Punk is the most popular among all genres.
- Led Zeppelin has the maximum number of tracks having a count of 114.

EXCEL PROJECTS

Bus Transportation Analysis | LINK
- Developed a comprehensive dashboard for monitoring bus transportation metrics.
- Identified "East-West Express" as the Busiest route, with "South-line" being the least busy route.
- Peak-hour of operation:11:41A.M. and Off-peak hour: 12;34P.M.
- Analyzed bus utilization rate: 43.90% well-utilized, 23.17% under-utilized and 32.93% over-utilized.
- Noted a YoY percentage change -83.50%(falling) signaling areas of improvement in service efficiency.

E-commerce Sales Analysis | LINK
- Conducted in-depth analysis of e-commerce sales data, revealing crucial insights into revenue generation and profitability.
- Total sales amounted to $2,297.90K, with a total profit of $286.40K
- Identified Technology products as the highest-selling category, while Office supplies recorded the lowest sales.
- Top-5 subcategories driving revenue were Phones, Chairs, Storage, Tables, and Binders.
- California, New York, and Texas emerged as Top-selling states, indicating significant market demand in these regions.