**Deepti Yadav**

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**EDUCATION**

**Dr. APJ Abdul Kalam Technical University**

## B.tech in Computer Science; 70%

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### **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](https://1drv.ms/x/c/a0ce210f2d0edf6b/EaroXoSWajpFtEPTTH3fXQIBah8CVhMuwBC6PZHWJ9Xoag?e=mfWvqK)

* + 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.

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### **SQL PROJECT**

#### Music Store Sales Analysis(SQL, PostgreSQL) | [LINK](https://github.com/YadavDeepti/Music_store_project_SQL)

#### 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](https://1drv.ms/x/c/a0ce210f2d0edf6b/EZKBRxl9GXtOmGFk7OtGi2oBeYhKF_S06RfZ8BwJRrFNiA?e=3AwPRq)

* + 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](https://1drv.ms/x/c/a0ce210f2d0edf6b/EazQkshUAghGnqLkZ4iNLfkBMBAggxOZMpNmoEgB1sddoA?e=JtjUlJ)

* + 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.