YASH CHOUKSEY

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Proficient in Data Visualization, Reporting, Dashboarding, Insight analysis with Engineering background with hands on experience in Python, SQL, Excel, Power BI. Honing strong analytical skills, decision-making, problem solving abilities with learning mindset and proactive approach.

# TECHNICAL SKILLS

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| --- | --- | --- | --- |
| * Power BI Desktop | * Advanced Excel | * Python | * Data Modelling |
| * Power BI Service | * SQL | * Pandas | * Data Visualization |
| * Power Query | * MySQL | * Matplotlib | * Data Cleaning |
| * DAX   **PROJECTS** | * SQL Server | * Seaborn | * Data Storytelling |

## Sales Forecasting | Power BI

## Tools used: Power Bi, DAX, Power Query

## Description: Developed an interactive Sales Forecasting dashboard using Power BI to analyze and predict future sales trends. The project involved importing and transforming large datasets, creating dynamic visualizations, and utilizing DAX functions to calculate KPIs such as year-over-year growth, sales trends, and forecasts.

## Key features include:

* Time series analysis to forecast future sales using historical data.
* Visual insights on sales performance, regional breakdowns, and customer behavior patterns.
* Automated data refresh and updates to ensure real-time analytics.

## Customer Churn Prediction | EDA

## **Tools & Technologies**: Python, Pandas, Matplotlib and Seaborn

## **Objective**: Developed a model from exploratory data analysis to predict customer churn in a telecommunications company.

## Key contributions:

* Performed data preprocessing, including handling missing values and encoding categorical features.
* Visualized key insights using graphs to identify factors contributing to customer churn.
* Identified key factors like payment methods (e.g., electronic check) that increase the likelihood of churn, achieving high accuracy in predictions.

## Diwali Sales Analysis| EDA

* Technologies: Python, Pandas, NumPy, Matplotlib, Seaborn  
  Objective: Analyzed Diwali sales data to identify customer purchasing trends and insights, aiding in marketing and sales strategy improvement. Derived actionable insights to improve customer targeting during festive sales periods and sales distribution across different geographic regions and customer segments.

## Key Contributions:

* Imported and cleaned a dataset of over 11,000 records containing sales data.
* Performed exploratory data analysis (EDA) to uncover patterns and relationships.
* Visualized key trends using Matplotlib and Seaborn: Customer demographics and their purchasing behavior.

## Impact: Helped in identifying high-value customer segments and popular products, providing data-driven recommendations for marketing strategies.

# EDUCATION

## Bachelor of Technology in Electronics and Communication Engineering 2020-2024

*Indira Gandhi Engineering College, Sagar (M.P)*

# ACHIEVEMENTS

* Greatlearning – Data Visualization with Power Bi Certificate
* NCC(National Cadet Corps) - A Certificate