

Aarthi Balakrishnan

+91 6382760268

aarthipro2608@gmail.com

[Aarthi Balakrishnan | LinkedIn](#)

Summary

Entry-level Data Analyst with hands-on experience in data cleaning, reporting, dashboard development, and data management using Excel, SQL, Power BI, and Python. Strong exposure to analytics projects involving structured datasets and business insights. Seeking an Analyst L1 role in Analytics / Data Management Services.

Education

Bachelor of Computer Applications (BCA)

2022 - 2025

Vels Institute of Science and Technology, Chennai

Data Science specialization

Core skills

- Analytics & Data Management (DMS)
- Data Analysis & Business Reporting
- Data Cleaning, Validation & Quality Checks
- MIS Reporting & KPI Tracking
- Trend Analysis & Insight Generation

Tools & Technologies

Advanced Excel (Pivot Tables, XLOOKUP, Power Query, Macros)

SQL (MySQL) – Joins, Subqueries, Aggregations

Power BI – DAX, Data Modelling, Dashboards

Python – Pandas, NumPy (Data Analysis)

Streamlit, Matplotlib

Programming

Python, SQL, C, C++, Java

Projects

• Smart Power Analytics [\[GitHub\]](#)

- Developed an interactive analytics web application to analyze household electricity consumption
- Cleaned and processed appliance-level power usage data using **SQL and Python**
- Built visual dashboards to identify consumption patterns and simulate potential cost savings
- Improved visibility into energy usage trends for data-driven decision-making

• Power BI Project - Global Death Rate Analysis (1960–2023) [\[GitHub\]](#)

- Built interactive dashboards using **Power BI, Power Query, and DAX**
- Analyzed long-term mortality trends, YOY changes, and regional patterns
- Enabled data-driven comparisons across countries and time periods

• PyXL – Streamlit Excel Analytics [\[GitHub\]](#)

- Developed an analytics tool to upload, clean, analyze, and visualize **Excel** datasets
- Automated data summarization and report generation
- Reduced manual Excel processing time through **Python**-based workflows

Experience

• Part-time Tutor – Programming & Analytics

CSC Computer Education Pvt. LTD.

Apr 2025 – Present

- Prepared structured reports and performance summaries using Excel

- Guided students on data analysis workflows and dashboard development using Excel and Power BI

- **Consultant/Intern – Marketing & Content Development**

Joy Technologies

Feb 2024 – Apr 2025

Supported digital marketing campaigns by **drafting email content** and improving audience engagement through structured outreach. Conducted **market research and competitor analysis** to provide actionable insights for business growth.