

ALINA SOY

DATA ANALYST

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Summary

Data Enthusiast and detailed-oriented passionate about data analytics with a strong foundation in data-driven, decision-making, analytics, and problem-solving. Skilled in targeting, messaging, and personalization strategies for channel analytics, with expertise in tools like Python, SQL, Power BI, and Excel. Successfully developed interactive dashboards and enabling actionable insights. Known for evaluating business initiatives, analyzing large datasets, and providing strategic recommendations to enhance performance and customer acquisition.

Skills

Programming: Python, SQL.

Visualization: Power BI, MS Excel, Jupyter Notebook

Soft Skills: Excellent verbal and written communication skills, presentation

Experience

Data Science with AI/ML: Cranes Varsity *Bangalore* **Jul 2024 -Present**

- Acquired expertise in data science fundamentals, including Excel, Python, Power BI, and machine learning techniques.
- Built a machine learning project using Pandas, NumPy, Seaborn, Matplotlib, and algorithms.
- Gained practical skills in data preprocessing, exploratory analysis, and evaluating machine learning models.

Power BI Internship: Cognifyz Technologies *Remote* **02/2024 - 03/2024**

- Utilized Power BI to analyze datasets and developed interactive dashboards that supported project outcomes.
- Applied foundational Power BI techniques to enhance expertise in data visualization and analysis.
- Enhanced data visualization and analytical capabilities, leading to improved decision-making and reporting.

Education

B.TECH Sambalpur University Institute of Information Technology *Burla, India* **08/2019 - 05/2023**

- Major in Computer Science Engineering, GPA - 7.8/10

Projects

Sale Overview Analysis | [PowerBI]: [Link](#) **11/ 2024**

- Developed an interactive Sales Insights report in Power BI to track sales, profit, and quantity.
- Visualized Current Year and Previous Year performance metrics to track regional sales and profitability.
- Created engaging charts, including bubble maps and bar sparklines, to support data-driven decision-making.
- Delivered insights showing a 33% Year over year sales increase in the West region, driving strategic focus.

Adidas Sale Analysis - [PowerBI]: [Link](#) **9/2024**

- Analyzed 2020-2021 sales data, totaling \$900M with 2M units sold, generating \$322M in profit.
- Used insights to refine forecasting models and optimize future resource allocation strategies.
- Emphasized in-store sales contributing 39% to profit, guiding optimization of store experiences and inventory management.

Cloth store Analysis-[Excel | Pivot Table]: [Link](#) **11/2023**

- Leveraged Excel's charting tools to present findings effectively to stakeholders.
- Performed demographic analysis to identify customer segments by gender, age, and location.
- Recommended targeted offers and coupons to boost sales for specific customer segments.

Certification

- **Certified Data Analysis by GreatLearning:** [Certificate Link](#)
- **Certified Data Science Training by Internshala:** [Certificate Link](#)