Mora Aravind

Data Analyst | SQL | Excel | Power BI

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Summary

Entry-level Data Analyst with hands-on experience in SQL-based data extraction, Excel reporting, and Power BI dashboard development through academic and self-initiated projects. Proficient in ETL workflows, data cleaning, data validation, KPI analysis, and transforming raw data into actionable business insights. Strong analytical thinking, problem-solving abilities, and stakeholder communication skills. Seeking to leverage technical and analytical capabilities in a consulting environment to support data-driven decision-making.

Technical Skills

- **Programming Language:** Python
- **Data Analysis:**
  SQL: Joins, Aggregations, Window Functions
  Advanced Excel: PivotTables, VLOOKUPs
  Power BI: DAX, Dashboards
- **Azure Data Analytics:** Azure SQL, Data Factory (ETL/ELT), Data Lake, Synapse Analytics, Power BI integration
- **AWS Analytics:** S3, RDS, Athena, Redshift
- **Core Competencies:** Data Modeling, Trend Identification, KPI Analysis, Solution Design, Statistical Analysis

Work Experience

Data Analytics Projects (Academic & Self-Initiated)
Sales Performance Analysis

- Analyzed 50,000+ sales transactions across 5 regions using SQL joins and aggregations to evaluate quarterly performanceperformance
- Performed data cleaning by removing duplicate records and handling missing values to improve data reliability
- Built Excel dashboard using PivotTables to track KPIs such as revenue, profit, profit margin, sales growth, and regional performance
- Identified underperforming product categories with declining revenue trends and proposed actionable business recommendations

HR Attrition Analytics

- Conducted attrition analysis on 1,470 employee records using Power BI to identify retention risk factors
- Performed ETL process to extract, transform, and load HR data from CSV files with quality validation
- Designed interactive dashboard with 12+ visualizations analyzing attrition by department, age, salary, role, and tenure
- Discovered Engineering and Sales had 24% and 21% higher attrition rates; applied DAX measures for calculations

E-commerce Data Pipeline & Analytics

- Executed 50+ SQL queries on multi-table database (customers, orders, products, payments) with 100,000+ records
- Designed normalized data model with fact and dimension tables following star schema for optimized performance
- Performed complex analysis using window functions, subqueries, and CTEs to identify purchase patterns
- Generated analytical reports on customer value, product performance, and revenue trends to support business decisions

Education

B.Tech – Computer Science & Engineering
Jawaharlal Nehru Technological University Hyderabad
University College of Engineering, Rajanna Sircilla
2022 – 2026