

Mora Aravind

Data Analyst | SQL | Excel | Power BI

Address: Rajanna Sircilla, Telangana, India
Phone: +91-6301071960
Email: aravindmora51@gmail.com

GitHub: github.com/aravind-mora
LinkedIn: linkedin.com/in/aravind-mora
Portfolio: aravind-mora.github.io/

Summary

I am an entry-level Data Analyst with hands-on experience in extracting data using SQL, creating reports in Excel, and developing dashboards in Power BI through academic and self-driven projects. I am skilled in ETL workflows, data cleaning, data validation, KPI analysis, and turning raw data into valuable business insights. I have strong analytical and problem-solving skills, along with good communication abilities. I want to use my technical and analytical skills in a consulting role to help support data-driven decisions.

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

- I analyzed over 50,000 sales transactions across five regions using SQL joins and aggregations to assess quarterly performance.
- I cleaned the data by removing duplicates and handling missing values to enhance data reliability.
- I created an Excel dashboard using PivotTables to monitor KPIs like revenue, profit, profit margin, sales growth, and regional performance.
- I pinpointed underperforming product categories that showed declining revenue trends and proposed practical business recommendations.

HR Attrition Analytics

- I conducted attrition analysis on 1,470 employee records using Power BI to find retention risk factors.
- I executed the ETL process to extract, transform, and load HR data from CSV files while ensuring its quality.
- I designed an interactive dashboard with over 12 visualizations to analyze attrition based on department, age, salary, role, and tenure.
- I discovered that Engineering and Sales had attrition rates of 24% and 21% higher; I used DAX measures for calculations.

E-commerce Data Pipeline & Analytics

- I ran over 50 SQL queries on a multi-table database (customers, orders, products, payments) containing over 100,000 records.
- I created a normalized data model with fact and dimension tables using a star schema for better performance.
- I performed complex analysis with window functions, subqueries, and CTEs to identify purchase patterns.
- I generated reports on customer value, product performance, and revenue trends to inform business decisions.

Education

B.Tech – Computer Science & Engineering

Jawaharlal Nehru Technological University Hyderabad
University College of Engineering, Rajanna Sircilla
2022 – 2026