# Ashish Kushwaha

**Data Analyst**

+91 8085529716
ashishkushbi@gmail.com
**Portfolio**| **Linkedin**| **GitHub**|

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## SKILLS

**Power BI :** ETL, Data Modelling, DAX Functions & Measures, Power Query, and Chart Visuals.
**MySQL :** Aggregation, Joins, Subqueries, CTEs, CASE, Views, Window Functions.
**Excel :** Pivot Tables, Formulas, VLookup, Power Query, Conditional Formatting, Charts and Visualization.
**G Sheets :** Pivot Tables, Formulas, VLookup, Conditional Formatting, Charts and Visualization.

## INTERNSHIP EXPERIENCE

**Tata Data Visualization – Empowering Business with Effective Insights –** 🔗 Certificate          **Oct 2024**
- Data quality checks and validation processes, enhancing data integrity.
- Completed a simulation involving creating data visualizations for Tata Consultancy Services,
- Listed top 10 performing customers and country, with the relation of quantity and revenue.
- Created visuals for data analysis to help executives with effective decision making.

**PwC – Power BI Job – ** 🔗 Certificate          **May 2024**
- Implemented the client's request by providing a well-designed Power BI dashboard reflecting the requested KPIs.
- Investigated the customer retention dataset to analyze the churn rate of customers using Dax measures and combined visualization.
- Conducted comprehensive trend analysis on service uses and overall dependency across all services, and calculated the revenue and customer at-risk.

## PROJECT EXPERIENCE

**1. Electric Vehicle Sales & Market Analysis – ** 🔗 Presentation Video          **Sep 2024**

*Leverage the Power BI and Dax measures to achieve the dynamic interactive  visuals to show the insights*.

- *A*cknowledged company challenges and problems to start the analysis.
- Utilized DAX to create advanced measures and Bookmark to make more dynamic visuals.
- Calculated penetration rate **PR**, sales volume and revenue with interactive charts visual.
- Analyzed **YoY Growth%**, **CAGR** to list the top states and top EV manufacturing companies.
- Projected EV Sales by 2030 basis for 2 & 4 wheelers to predicted state sales in future.
- Designed comparative visuals among the 2 states to quick view of sales, revenue and PR.

**2. AtliQ Sales & Promotion Analysis – ** 🔗 Presentation Video          **Jul 2024**

*Conducted promotional sales revenue analysis using **MySQL** to analyze incremental revenue and sold units*.

- Understood the problem and the company requirements to map the analysis.
- Wisely applied advanced SQL techniques such as **Joins**, **CTEs**, **Case**, and Window functions to answer the pre and post promotions sale questions.
- Presented the **IR%** & **ISU%** along with total sales revenue for each cites.
- Listed top and bottom performing products and categories during the campaign.
- Uncovered that direct cashback and freebies performed better than discount promos.

**3. Netflix Movies and TV Shows Analysis – ** 🔗 GitHub Link          **Sep 2024**

*The goal is to extract valuable insights and answer various business questions based on the dataset using SQL in this project i have used functions like – Unnest, CTE's, TO-DATE, Subquery.*

- Analyze the distribution of content types (movies vs TV shows).
- Identify the most common ratings for movies and TV shows.
- List and analyze content based on release years, countries, and durations.
- Explore and categorize content based on specific criteria and keywords.

## CERTIFICATION

SQL **(Basic)** Certificate from Hacker-Rank          **May 2024**

## EDUCATION

**B.Tech** in Mechanical Engineering from AKS University Satna MP.          **Jul 2017 - Sep 2021**