

Ashish Kushwaha

Data Analyst

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[Portfolio](#) | [Linkedin](#) | [GitHub](#) |

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

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.

Accenture – Data Analytics and Visualization Job – [Certificate](#)

May 2024

- Introduced data quality checks and validation processes, enhancing data integrity.
- Analyzed call center data using Power BI, revealing the percentage of call status, calculated customer rating, and used charts to show the graph of call traffic.
- Performed in-depth performance analysis on call center data, examining agents' overall performance.

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.

- Acknowledged 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. Mitron Bank Analysis – [Presentation Video](#)

May 2024

*An in-depth analysis of customers' income and spending habits to calculate the **UI%** and find the accurate customer base for our **New credit Card line** using **Power BI** and **Dax** measures.*

- Employed Power BI to create visual representations and dashboards, such as **line charts, stacked bar charts, combined visuals, and KPIs**, to display income and expenses by age and occupation.
- Identified the most spending occupation and payment mode preferred to spend.
- Found 45+ age group is higher salaried but has less IU% whereas (30–35) age group has the highest IU% followed by (24–35).

CERTIFICATION

SQL (Basic) Certificate from Hacker-Rank

May 2024

EDUCATION

B.Tech in Mechanical Engineering from AKS University Satna MP.

Jul 2017 - Sep 2021