

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:

Tata Data Visualization – Empowering Business with Effective Insights – [Certificate](#)

Oct 2024

- Implemented tree map visualizations to identify the top customer's, accounting for **25.43%** of the total purchase quantity.
- Performed data quality checks and validation processes to enhance data integrity.
- Executed a simulation involving creating data visualizations for Tata Consultancy Services,
- Listed **top 10** performing customers and country, with the relation of quantity and revenue.

PwC – Power BI Job – [Certificate](#)

May 2024

- Utilized DAX measures and visualizations to analyze a **26.58%** customer churn rate, identifying **30.93%** of at-risk customers with one year or less tenure.
- Conducted comprehensive trend analysis on service uses and overall dependency across all services, and calculated the revenue of **16.06M** and reduced the customer at-risk by **10%**.
- Build a Power BI dashboard showcasing customer demographics and percentage of signed services KPIs.

PROJECT EXPERIENCE:

1. Electric Vehicle Sales & Market Analysis – [Presentation Video](#)

Sep 2024

- Built **3** interactive **Power BI** dashboards with advanced **DAX** measures and bookmarks for dynamic visuals.
- Analyzed a **325%** year-over-year revenue growth in electric vehicle sales from 2022 to 2024.
- Projected **54.20M** of EV Sales by 2030 based on compound annual growth rate.
- Designed comparative visuals for the state, highlighting a **6.06%** sales growth in Delhi and **47.84%** in Karnataka YOY.
- Calculated penetration rate EV vehicle PR in the market using dax measures.

2. AtliQ Mart Promotion Sales Analysis Using SQL – [Presentation Video](#)

Jul 2024

- Conducted in-depth analysis of the home appliances category, identifying a **224.33%** increase in ISU% and a **344.14%** increase in IR% for the immersion rod subcategory post-promotion.
- Assessed ad-hoc requirements to effectively map and structure analysis based on campaign goals.
- Utilized advanced SQL techniques—including Joins, CTEs, Case, and Window functions—to evaluate pre- and post-promotion sales impacts.
- Identified **top 5** and **bottom 5** performing products by category, optimizing future promotional strategies.

3. Netflix Movies and TV Shows Analysis – [GitHub Link](#)

Sep 2024

- Analyzed 40,000+ rows of movies and TV show data, content demography, trending genre across country.
- Used advanced **SQL** functions including **Rank**, **TO_DATE**, and **Subqueries** to process and manipulate complex data structures.
- Assessed the distribution of content types (movies vs. TV shows) and identified the most common ratings.
- Evaluated content by release year, country, and duration to reveal trends and audience preferences.
- Categorized content using **CTEs** and specific keywords, reducing manual effort by **20%**.

CERTIFICATION:

SQL (Basic) Certificate from Hacker-Rank

May 2024

EDUCATION:

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

Jul 2017 - Sep 2021