

BHASKAR ARYA

Data Analyst

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 Portfolio: <https://bhaskaraya3.github.io/bhaskar-arya-portfolio/>

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PROFESSIONAL SUMMARY

Data Analyst with hands-on experience in SQL-driven analysis, Python-based data exploration, and Power BI dashboard development. Strong in transforming raw business data into actionable insights using EDA, KPI analysis, and time intelligence. Experienced in revenue analysis, product performance evaluation, and operational analytics through real-world projects and internship exposure. Actively building advanced analytics and machine learning expertise.

TECHNICAL SKILLS

Programming: Python

Libraries: Pandas, NumPy, Matplotlib

Databases: SQL (MySQL)

Analytics: Data Cleaning, EDA, Data Validation, KPI Development

Visualization & BI: Power BI (DAX), Excel (Pivot Tables, Charts)

Tools: Git, GitHub

PROJECTS

Coffee Sales Analysis — Power BI Dashboard

Tools: SQL (MySQL), Power BI, DAX | GitHub

- Performed SQL-based exploratory data analysis on transactional coffee sales data to analyze revenue trends, product performance, and payment behavior

- Conducted Pareto (80/20) analysis to identify top revenue-contributing coffee products
 - Analyzed Month-on-Month (MoM) growth, average order value, and revenue volatility using SQL queries
 - Designed a multi-page interactive Power BI dashboard including Executive Overview, Product Analysis, and Time Intelligence views
 - Built DAX measures for KPIs such as total revenue, total orders, MoM growth, and product rankings
 - Delivered business insights highlighting seasonal demand patterns, high-value products, and revenue concentration
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Superstore Sales & Operations Intelligence Dashboard

Tools: SQL, Power BI, DAX, Python | GitHub

- Conducted end-to-end business intelligence analysis on Superstore sales data focusing on revenue growth, customer value, product performance, and delivery efficiency
 - Used SQL for data validation, segmentation, aggregation, and operational analysis
 - Translated business requirements into optimized DAX measures for KPIs, rankings, and time intelligence
 - Built executive-ready Power BI dashboards covering Executive Overview, Product & Category Performance, Customer & Geographic Analysis, and Operations & Delivery Performance
 - Identified revenue concentration risks, shipping delays, and improvement opportunities in delivery strategies
 - Delivered actionable insights to align operational performance with high-revenue customer segments
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SQL Case Studies

Tools: SQL (MySQL) | GitHub

- Solved real-world business problems using joins, CTEs, window functions, and analytical SQL queries
 - Performed customer segmentation, revenue analysis, trend analysis, and ranking-based insights
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Machine Learning Case Studies

Tools: Python | GitHub

- Performed predictive analytics using structured datasets
 - Applied feature engineering techniques to improve model performance
 - Evaluated models using appropriate metrics and business context
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PROFESSIONAL EXPERIENCE

Data Analyst Intern

EliteTechIntern | 1 Month

- Worked on multiple real-world data analysis and business intelligence projects
 - Performed data cleaning, preprocessing, and exploratory data analysis using Python and SQL
 - Developed interactive Power BI dashboards to visualize KPIs and business metrics
 - Conducted sales, customer, and operational analysis to support data-driven decision-making
 - Gained hands-on experience in end-to-end analytics workflows from raw data to insight delivery
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EDUCATION

Bachelor of Computer Applications (BCA)

Kumaon University, Nainital

Currently Pursuing – 2nd Year

CERTIFICATIONS

- Data Analyst Internship Completion Certificate — EliteTechIntern