**Lauki Laal** | +1 111-111-1111; abc@xyz.com | [**LinkedIn**](https://www.linkedin.com/in/lauki-lal) **|** [**GitHub**](http://www.github.com)

**EDUCATION:**

# VIT Vellore, India. Jun 2023

*B.E., Computer Science*

# SKILLS:

**Analytical Tools**:

* Power BI
* Advanced Excel

**Programming Languages**:

* SQL (Structured Query Language)
* Python

**Database**:

* MySQL
* Microsoft SQL Server

**PROJECTS:**

**Executive Management -** Consumer Goods [SQL | Power Point] [**Presentation Link**](http://dummy)  **Mar 2023**

* Presented insights on 10 ad-hoc business requests from a database with millions of rows to the executive management team to aid in informed decision-making.
* Queried the database using SQL to extract relevant data and present the insights effectively.
* Insights from my presentation have the potential to significantly reduce overall operational costs by approximately **10%.**

**Credit Card Analysis** – Banking Domain [Power BI] [**Presentation Link**](http://dummy) **Feb 2023**

* Analyzed data for Mitron Bank's new credit card launch, focusing on customer preferences and behaviors.
* Identified key customer segments and spending patterns for targeted marketing strategies.
* Created a Power BI dashboard to segment customers by age, income, and spending habits.
* Strategically increased spending by **15%** in the 25-34 age group and enhanced engagement by **10%** among IT professionals, driving significant revenue growth.

**Sales Insights** – Brick & mortar business [Power BI | SQL] [**Presentation Link**](http://dummy)  **Jan 2023**

* Created an automated dashboard for a computer hardware business facing challenges in scaling within a dynamically changing market and lacking actionable insights.
* Performed data analysis using SQL and Power BI to track revenue growth, year-over-year (YOY) trends, and region-wise sales performance.
* The dashboard enabled quick, data-informed decisions, effectively displaying sales trends and potentially raising revenue by at least **7%** in the next quarter.

**Cricket Insights** – Sports [Python | Power BI] [**Presentation Link**](http://dummy) **Dec 2022**

* Analyzed data to pick the best 11 combinations for the T20 World Cup 2022.
* Extracted data from ESPNcricinfo, cleaned, and transformed it using Pandas for accurate analysis.
* Created Power BI dashboards to visualize key player statistics like batting averages and bowling performance.
* Provided dashboards with clear insights into player performances, aiding decision-makers in selecting the best team for the T20 World Cup 2022 based on solid data analysis.

**CERTIFICATIONS / AWARDS:**

* Won **3rd** Prize in Codebasics Resume Project [**Challenge**](https://codebasics.io/challenge/codebasics-resume-project-challenge)(Mar 2023) competing against over 150+ participants.
* Secured a **5-star Gold badge** in [**HackerRank**](http://hackerrank.com) for SQL.
* Winner of College-level Powerathon (Hackathon for Power BI) that had over 500 participants.