

DARSHAN S

Data Analyst Aspirant

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PROFILE SUMMARY

Detail-oriented Data Analyst with a Bachelor of Engineering in AI & Data Science. Eager to apply strong analytical and problem-solving skills to drive data-informed strategies, generating actionable insights into reports. Proficient in Python, SQL, Power BI, and Tableau, with hands-on experience in dashboards, automated reporting, and predictive analytics. Skilled in translating insights, bridging technical and business gaps, and understanding REST APIs for data integration.

EXPERIENCE

Data Analytics Intern | Code Alpha | July 2025

- Performed comprehensive Exploratory Data Analysis (EDA) to identify key trends and patterns in large datasets, informing strategic decision-making.
- Developed data visualizations using Matplotlib and Seaborn to effectively communicate insights to stakeholders.
- Applied Natural Language Processing (NLP) techniques for sentiment analysis to understand market trends, demonstrating proficiency in analytical methods.

PROJECTS

Marketing Channel Performance Analyzer | Python, Power BI | August 2025

- Developed a Python-based solution to analyze marketing channel data (e.g., TV, Google Ads), aligning business data with spend and revenue.
- Executed robust ETL processes to transform data and calculate critical KPIs like CPA and ROAS, providing key insights.
- Designed an interactive Power BI dashboard for rapid understanding of channel performance.

Personal Finance & Spending Analysis Dashboard | Power BI & Excel

- Architected and deployed a personal finance tracker, collecting and structuring transactional data into a robust data repository, demonstrating understanding of data sources/data warehouse.
- Executed end-to-end data collation and analysis using Power Query (ETL) and developed custom KPIs with DAX for leadership reporting.
- Delivered an interactive Power BI dashboard that visualized spending habits, enabling a data-driven strategy for a potential 15-20% reduction in discretionary spending and improving financial performance.

Revolutionizing Diabetic Retinopathy Detection | May 2025

- Developed a deep learning model (VGG16) to classify retinal images with 86% accuracy, showcasing expertise in Machine Learning Techniques.
- Integrated a Streamlit interface for real-time predictions and integrated a reporting feature using SQLite to store results, aligning with dashboard and metrics development.
- Developed an automated report generation system using FPDF, creating a business collateral for easy downloading and sharing, supporting delivery of periodic metrics.

EDUCATION

Bachelor of Engineering in Artificial Intelligence and Data Science

Global Academy of Technology, Bengaluru | June 2025

CGPA: 7.7/10

TECHNICAL SKILLS

- BI & Visualization Tools:** Power BI, Power Query, Power Pivot, Excel, Tableau, Matplotlib
- Programming Languages:** Python, SQL
- Python Libraries:** Pandas, NumPy, Scikit-learn, keras
- Databases:** MySQL, SQLite
- Developer Tools:** Git, GitHub, VS code, MySQL Workbench, Google colab
- API Interaction:** Experience with REST APIs for data integration and management (e.g., in a Student Management System project).

CERTIFICATIONS

- Data Analysis Course| SQL, Tableau, Power BI & Excel | Udemy
- Python Data Analysis | Great Learning
- Power BI Workshop | Office Master
- Data Science for Engineers | NPTEL