

# DEEPAK MALVIYA

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## PROFESSIONAL SUMMARY

Data Analyst with hands-on experience in Exploratory Data Analysis (EDA), Power BI dashboarding, SQL querying, Python automation, and Excel reporting. Proven ability to transform raw data into actionable business insights that improve decision-making and operational efficiency. Experienced in data cleaning, statistical analysis, KPI reporting, and stakeholder communication, with strong motivation to contribute to enterprise-scale data-driven initiatives.

## EDUCATION

### Bachelor of Technology – Electronics and Communication Engineering

Vidya Jyothi Institute of Technology, Hyderabad

November 2020 – April 2024

CGPA: 8.17/10.0

### Data Analytics Professional Training - Naresh i Technologies, Hyderabad

August 2025 – January 2026

- Hands-on training in Python, SQL, Excel, Power BI, Statistics, and EDA.
- Built real-world analytics projects in revenue optimization, churn prediction, and cross-selling.
- Applied hypothesis testing, dashboard development, and business insight generation.

## TECHNICAL SKILLS

- Data Analysis & Programming:** Python (Pandas, NumPy, Matplotlib, Seaborn), Statistical Analysis, EDA.
- Databases & Querying:** SQL, MySQL (Joins, CTEs, Window Functions, Query Optimization).
- BI & Visualization:** Power BI (DAX, KPI Dashboards, Data Modeling), Tableau.
- Excel & Reporting:** Pivot Tables, Power Query, VLOOKUP/XLOOKUP, Charts.
- Tools:** VS Code, Jupyter Notebook, GitHub, Google Collab.
- Core Competencies:** Data Cleaning, Data Validation, Dashboard Development, Business Reporting, Stakeholder Communication.

## INTERNSHIP EXPERIENCE

### Data Analyst Intern | ExcelR EdTech Pvt. Ltd.

February 2025 – May 2025

- Performed data cleaning, validation, and transformation on 250K+ records, improving reporting accuracy by 30%.
- Conducted Exploratory Data Analysis (EDA) to uncover sales and customer behavior trends across multi-city datasets.
- Designed and maintained Power BI dashboards tracking 10+ KPIs, reducing manual reporting effort by 30%.
- Optimized DAX calculations and data models, improving dashboard performance by 25%.
- Used SQL and Python to automate reporting workflows and improve analytical efficiency.

## PROJECTS

### Taxi Revenue Optimization — Hypothesis Testing | Python, Statistics, EDA.

- Analyzed 2.2M+ taxi trip records to identify 11% higher fares from credit card payments.
- Performed hypothesis testing ( $p < 0.05$ ) to validate revenue drivers.
- Built regression model ( $R^2 = 0.76$ ) and visual dashboards to support pricing strategies.

### Cross-Selling Strategy Optimization – Insurance Analytics | Python, Seaborn, EDA.

- Segmented customers using demographic and behavioral data.
- Identified high-conversion age group (30–45) to support 12% CAC reduction.
- Delivered targeting insights to improve marketing ROI.

### Customer Churn Analysis – E-Commerce | Python, SQL, Excel.

- Investigated churn patterns across 100K+ e-commerce transactions.
- Built SQL Analytics Base Table (ABT) using joins and window functions, reducing analysis time by 35%.
- Identified delivery delays as a churn driver, supporting retention-focused strategies.

### Exploratory-Analysis-of-Geolocation-data | Python, K-Means Clustering, Machine Learning.

- Applied K-Means clustering to segment customers into 5 actionable groups
- Generated location-based insights to support market expansion and targeting decisions
- Created visualizations and reports to support data-driven strategic decision-making.

## CERTIFICATIONS

- Microsoft Certified Power BI Data Analyst Associate (PL-300).
- IBM Data Analyst Professional Certificate – IBM (Coursera).
- Qlik Sense Business Analyst Qualification.
- Google Analytics Certification.
- Cisco Data Analytics Essentials.
- Cisco Python Programming Essentials.
- Database Programming with SQL.