

# DEEPAK MALVIYA

+91-7989230916 | Deepakmalviya7604@gmail.com | linkedin.com/in/deepak102825 | github.com/deepak10281| Hyderabad, India

## 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

<b>Bachelor of Technology – Electronics and Communication Engineering</b>	<b>November 2020 – April 2024</b>
Vidya Jyothi Institute of Technology, Hyderabad	<b>CGPA: 8.17/10.0</b>

<b>Data Analytics Professional Training - Naresh i Technologies, Hyderabad</b>	<b>August 2025 – January 2026</b>
<ul style="list-style-type: none"><li>Hands-on training in Python, SQL, Excel, Power BI, Statistics, and EDA.</li><li>Built real-world analytics projects in revenue optimization, churn prediction, and cross-selling.</li><li>Applied hypothesis testing, dashboard development, and business insight generation.</li></ul>	

## 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

<b>Data Analyst Intern   ExcelR EdTech Pvt. Ltd.</b>	<b>February 2025 – May 2025</b>
<ul style="list-style-type: none"><li>Performed data cleaning, validation, and transformation on 250K+ records, improving reporting accuracy by 30%.</li><li>Conducted Exploratory Data Analysis (EDA) to uncover sales and customer behavior trends across multi-city datasets.</li><li>Designed and maintained Power BI dashboards tracking 10+ KPIs, reducing manual reporting effort by 30%.</li><li>Optimized DAX calculations and data models, improving dashboard performance by 25%.</li><li>Used SQL and Python to automate reporting workflows and improve analytical efficiency.</li></ul>	

## 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-Geolocalational-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.