

Digvijay Deshmukh

Data Analyst

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SUMMARY

Highly motivated Data Analyst with strong analytical and problem-solving skills. Proficient in transforming data into actionable insights, creating dynamic dashboards, and driving business decisions. Seeking to leverage skills in SQL, Excel, Python, and Power BI to deliver data-driven solutions in a dynamic environment.

EDUCATION

B-Tech in Computer Science and engineering , TPCT's college of engineering Dharashiv	Jan '21 — Jul '24 Dharashiv, India
Data Analysis , Two Dimension	Feb '24 — Nov '24 Pune, India

PROJECTS

Sales Performance Dashboard | Power BI

- To create a centralized dashboard that monitors sales performance metrics, identifies trends, and evaluates the effectiveness of sales strategies over time.
- Built a comprehensive dashboard to monitor sales performance, including filters, slicers, graphs, and matrix tables.
- Created custom measures such as YoY Growth, Monthly Sales Trend, and Top Performing Employees to provide actionable insights.

Customer Segmentation based on Purchase Behaviour | Exploratory Data Analysis (EDA) Project

- Developed a comprehensive customer age distribution analysis using Python and Seaborn, visualizing demographic trends through histograms and KDE plots for enhanced data insights.
- Preprocessed, analyzed, and visualized data to uncover patterns, leveraging libraries like Pandas and Matplotlib for streamlined reporting and decision-making.
- Delivered actionable insights on customer segmentation and behavior, enabling data-driven strategies for marketing and customer engagement.

Retail Sales Data Analysis | SQL

- Designed and implemented a retail sales database in SQL, encompassing data cleaning, exploratory analysis, and business-driven queries to derive actionable insights from transactional data.
- Developed complex SQL queries to analyze customer demographics, sales trends, and product category performance, enabling identification of high-value transactions and peak sales periods.
- Created dynamic reports showcasing top customers, unique category-wise customer counts, and sales trends by shift, facilitating data-driven business decision-making.

SKILLS

Data Analysis & Visualization: Data analysis & Visualization, Data Cleaning, Data Transformation, Data Integration

Programming Python, Pandas, NumPy, Matplotlib, Seaborn

Database Management SQL, MySQL, PostgreSQL

Reporting Tools Power BI, Excel (Pivot Tables, VLOOKUP, Data Validation)

ETL Process Data Extraction, Data Transformation, Data Loading

Soft Skills Leadership, Multitasking, Problem solving, Learner, Time management

OS Windows

CERTIFICATIONS

Guvi Python

Guvi Geek Networks Aug '24

English Communication Skills

SpeakWell Skills Academy Oct '24

Data Analysis

Two Dimension Oct '24

OTHER

- Languages: Marathi, Hindi, English
- Strengths: Leadership, Multitasking, Problem solving, Learning Mindset, Time management, Always open for opportunities.