Gayatri Parija

Business Analyst

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Profile

Detail-oriented and results-driven Business Analyst with a strong foundation in data analysis, visualization, and stakeholder engagement. Experienced in gathering, interpreting, and translating data insights into actionable business strategies. Proficient in SQL, Excel, Power BI, and other data visualization tools, with a proven track record of delivering impactful dashboards and reports. Demonstrated ability to work collaboratively with cross-functional teams to enhance data-driven decision-making processes. Known for an analytical mindset, excellent problem-solving skills, and a commitment to delivering high-quality insights that drive business growth.

Education

2023 – 2025 Nashik, India	**Master of Business Admistration (Business Analytics)** Sandip University
2020 – 2023 Bhubaneswar, India	*Bachelor of Business Admistration* Trident Academy of Technology
2018 – 2020 Cuttack North, India	*Higher secondary school* Shreekshetra science residential college
2005 – 2018 Bhubaneswar, India	*High school Examination* Swami vivekananda shiksha kendra (CBSE)

Professional Experience

2024/09	**TATA Virtual Internship, Data Visualization** created interactive dashboard to visualize key metrics and trends , enabling data driven decision-making for the organization
2024/11	**Business Analytics Intern at Conifyz Technologies** Analyzed and visualized business data to provide actionable insights, enhancing decision-making processes at Conifyz Technologies as a Business Analytics Intern.

Skills

Technical skills	Soft skills
MS- Power BI	Good communication
MS-Excel	Problem solving
Tableau	Time management
Python	Decision making
Data Management	
Analysis skills	

Certification

Python Programming
Global Business Studies(GBS) Dubai

PWC
Power BI Job Simulation

Microsoft Power BI
Himalaya upskills & Research Centre (HURC)

Digital Marketing
National Stock Exchange (Mumbai)

Goods and Service Tax (GST)
The Institute of Cost Accountants of India

Projects

Exploring Mobile Brand Performance (SQL and Excel)
Real Time Data Collected from Google Form
- Collected real-time customer feedback data using Google Forms to assess mobile brand performance.
- Utilized SQL for data extraction, transformation, and loading (ETL) processes to clean and organize raw survey data.
- Leveraged data insights to highlight key areas of improvement and competitive positioning for various brands.
- Demonstrated proficiency in SQL and Excel for data processing and visualization, enhancing decision-making for brand strategies.

Amazon Prime Movies and TV shows (Power BI)
Amazon prime Dataset from Kaggle
- Creative an Amazing Amazon Prime Dashboard using power BI
- This project provides an analysis of Amazon Prime Video's industry growth from 1920 to 2021, focusing on both TV shows and movies. The dashboard, created with Power BI, offers insights into total titles, aggregate ratings, genres, directors, and the timeline covered.
- Data visuals(bar chart,area chart,donut chart,filled map,card)

Netflix(Tableau)
Netflix Dataset from Kaggle
- Netflix uses Tableau to analyze and visualize data to gain insights into its content,user engangement,and business performance.
- The goal of this project to practice creating and interpreting different types of visualization using real world data.
- Data visuals(histogram,pie chart,bar chart,matplotlib,seaborn,worldcloud)

Vrinda Store Data Analysis (Excel Dashboard)
Excel Dataset from Kaggle
- Vrinda store data analysis project aims to provide valuable insights into the store's performance,sales trend, and customer demographics.
- The project objective was to create an annual sales report for 2022 that would help the store owner understand their customers and grow sales in 2023

Languages

- English
- Hindi
- Odia