# KARTHIK G K

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## Profile Summary

- Proven ability in analysing large datasets, debugging SQL queries, and transforming data to drive business decisions.
- Proficient in creating compelling, interactive dashboards using Power BI and Tableau, which enhance data accessibility and comprehension.
- Strong command over Excel, SQL, Tableau and Power BI, enabling efficient data manipulation and analysis.
- Proven track record in market research, requirement gathering, and both qualitative and quantitative analysis, resulting in optimized strategies and increased engagement.

## Relevant Coursework

- Data Visualization
- Data Cleaning
- Data Storytelling
- Data Manipulation
- Data Integrity
- Database Management
- Requirement Gathering
- Business Impact Analysis
- Generative AI

## Experience / Internship

**Ai variant - Data Analyst intern**                                                      Jul 2024 - Present

**High Cloud Airlines Analysis** | CTE, LOD, View, Power Pivot, Joins |
- Collaborated with the team and analyzed data from **10** tables across **various sources**. By normalizing data, we reduced redundancy and improved integrity by **40%**. We developed a dashboard of actionable insights based on related tables, including complex queries in sql, which contributed to a **30%** improvement in engagement strategies within 3 months.

**Insurance Policy Business Analysis** | Pivot Table, SQL, View, Data Blending |
- Assisting the team to define project scope, integrating and analyzing 6 tables from various sources. Focused on KPIs such as invoices per account executive, meeting counts, and sales target achievement. By **live data** updates and results of our analysis, we created comprehensive reports and interactive dashboards with actionable insights.

## Projects

**Ola Booking Data Analysis: July 2024** | Big Data,Sub Query, Power Query, DAX | GitHub Repository        Nov 2024
- Managed a **103,025- row** dataset covering one month's booking history, transactions and ratings. Utilized Power Query for data cleaning, reducing errors by **15%** and improving data accuracy. Developed an interactive Power BI dashboard that identified a surge in sales during **peak periods**, enabling targeted campaigns that boosted sales.

**Sales Analysis - US Superstore** | Tableau, SQL, LOD, View, Joins | GitHub Repository        Aug 2024
- Designed a comprehensive Tableau dashboard to track Regional performance across multiple product categories. Leveraged SQL to optimize data retrieval, reducing query execution time by **25%**. Resulting insights significantly boosted sales and dramatically increased income, enabling data-driven product decisions and substantial business growth.

**Financial Analysis** | Power BI, ETL, Excel, Presentation, Power Pivot, Vlookup | GitHub Repository        Jul 2024
- Performed ETL processes to ensure data consistency and accuracy. Created a Power BI financial analysis dashboard using DAX formulas to highlight sales and profit patterns. Findings identified country-wise preferences and **market trends**, enhancing decision-making by **70%** and guiding successful product rollouts.

## Technical Skills

- **Analytical Tools, Languages:** Excel, Power BI, Tableau, Power Query, Data Modelling, SQL, Python.
- **Skills:** Problem-Solving, Effective Communication, Decision-Making, Stakeholder Management, Analytical Thinking, Data Preparation, Statistical Analysis, ETL, Business Intelligence, Prompt Engineering.

## Education

Mangalore University                                                      Bachelor of Science

## Achievements / Certificates

- Performed database querying and data manipulation with a **4-star** rating on **HackerRank** Link
- **ExcelR** Certified Data Analyst. Certificate        Nov 2024
- Microsoft Power BI AI dashboards certified by **Skill Nation**. Certificate        Jan 2025
- **Be10x** certified Tableau dashboards using AI. Certificate        Jan 2025