

HIMANSHU ARYA

[LinkedIn](#)
[Project Portfolio](#)

Indirapuram, Ghaziabad

Professional Summary

Detail-oriented Data Analyst with expertise in SQL, Python, Excel, Tableau, and Power BI. Skilled in analyzing, cleaning, and visualizing data to support informed decision-making. Proficient in building interactive dashboards, performing complex data queries, and delivering actionable insights. Strong background in database management, reporting, and collaborating with teams to improve business outcomes through data-driven strategies.

Technical Skills

- SQL (MySQL Workbench)
- Python (Pandas, NumPy, Seaborn, Matplotlib)
- Tableau
- Advanced Excel (VLOOKUP, XLookup, Index Match, Conditional Formatting, Pivot Tables)
- Data Modeling
- ETL(Extract, Transform, Load)
- Data Visualization
- Microsoft Power BI
- Data Cleansing

Soft Skills

- Problem Solving
- Quantitative Analysis
- Adaptability
- Logical Thinking
- Time Management
- Coordination

Projects

ZENITH RETAIL STORE DATA ANALYSIS USING EXCEL – UNGUIDED PROJECT

- Identified senior citizens as the top purchasing demographic, leading to targeted marketing strategies.
- Analyzed sales data to find Clothing as the top category, followed by Accessories, Footwear, and Outerwear.
- Found that male customers make more purchases than females and pinpointed Montana, California, and Idaho as top purchase locations.
- Discovered Spring as the peak purchasing season and segmented payment preferences: adults prefer debit cards, young professionals use credit cards, and senior citizens choose PayPal.

ECOMMERCE SALES ANALYSIS USING MYSQL – UNGUIDED PROJECT

- Loaded CSV File into MySQL, Renamed Table Name and Column Name. Changed the Order_Date Column Format and Data type to Date Format.
- **Record Count Determination:** Accurately calculated the total number of records in the dataset, ensuring a comprehensive data analysis.
- **Null Value Detection:** Performed thorough checks for null values across all columns to maintain data integrity and ensure accurate analysis.
- **State-wise Sales Contribution Analysis:** Conducted in-depth analysis to identify and visualize top-performing states, driving actionable insights for targeted marketing strategies.
- **Top Product Revenue Evaluation:** Leveraged SQL to identify the top 5 revenue-generating products, aiding in optimizing product offerings and inventory management.
- **Brand Performance Comparison:** Conducted a comparative analysis of brand sales, enabling data-driven decisions on brand partnerships and promotional efforts.

- **Average Order Value (AOV):** Calculated AOV to assess and enhance customer spending behavior, supporting strategic pricing and promotional activities.
- **Monthly Sales Trends Analysis:** Performed month-wise sales trend analysis to identify seasonal patterns, informing inventory planning and sales forecasting.

WORLD POPULATION DATA ANALYSIS USING TABLEAU – UNGUIDED PROJECT

- Developed a comprehensive Tableau dashboard to visualize country-specific metrics and trends.
- Loaded and conducted a thorough inspection of data for quality assurance and integrity.
- Validated and standardized data types across all columns to ensure accuracy and consistency.
- Created a calculated field 'Area KM' by converting 'M' (million) and 'K' (thousand) suffixes to numerical values for enhanced data clarity and visualization.
- Delivered a user-friendly dashboard that facilitated strategic decision-making and enhanced global population analysis through data-driven insights.

BASIC BANKING SYSTEM USING PYTHON – UNGUIDED PROJECT

- Developed a basic banking system in Python using dictionary structures to manage and access account data.
- Created a Banking class to handle essential banking functions.
- Menu Method: Provides a user interface for selecting banking operations.
- Account Creation Method: Facilitates the creation of new bank accounts.
- Deposit Method: Enables users to deposit funds into their accounts.
- Withdrawal Method: Allows users to withdraw funds from their accounts.
- Check Account Details Method: Retrieves and displays account information.

Work Experience

PROGRESSIVE COMMERCE – SEO Executive – New Delhi, India Jan 2020 – Feb 2023

- Developed a comprehensive SEO Strategy to increase organic traffic.
- Perform Technical Audit of websites and recommend fixation to solve the technical issues.
- Prepare reports on the key insights, information using Google Analytics along with other Tools and communicate the insights of these reports with Manager.
- Conducted guest outreach initiatives to secure high-quality backlinks and improve search engine rankings as part of SEO strategies

VELOCITY SOFTWARE SOLUTIONS PVT LTD – Noida, India Dec 2018 - Dec 2019

- Off-Page SEO, Article Postings, Guest Post.
- Competitor Analysis, Backlink Research, Keyword Research.
- Assisted in report preparation and provided key suggestions to enhance website performance.

Education

BACHELOR OF COMPUTER APPLICATION – IMS Ghaziabad – Ghaziabad, Uttar Pradesh

Achievement

- Earned Bronze Medal on SQL – [HackerRank](#).