

AKSHAY HOODA

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SKILLS

Analytical Tools: Power BI, Tableau, Power Query, Excel (Advanced Formulas, Lookup Functions, Pivot Tables)

Programming Languages: SQL, Python (Pandas, NumPy, Matplotlib)

Databases: MySQL, Microsoft SQL Server

Concepts: ETL, DAX, Data Cleaning, Data Modelling, Data Visualization, A/B Testing, Statistical Analysis

WORK EXPERIENCE

Unified Mentor - Apprenticeship Trainee – Data Analytics & Visualization (Gurugram, India) Mar 2025 – Apr 2025

- Improved data integrity by 30% through standardizing, removing redundancies, and normalizing client datasets.
- Performed variance analysis and Debugged SQL queries to ensure 100% accuracy on data extraction from MySQL Workbench.
- Created interactive dashboards and visualizations using Power BI, improving client decision-making efficiency by 30% and reducing report generation time by 50%.

FREELANCE & ACADEMIC PROJECTS

Amazon Sales Analysis [Python | Pandas | Matplotlib | Excel] ([GitHub](#))

OCT 2024

- Analyzed 50K+ Amazon sales records with Python (Pandas, NumPy) to track revenue & category trends.
- Developed visual dashboards in Matplotlib/Seaborn to highlight top products & sales growth.
- Uncovered key customer behavior patterns through sales data analysis using Python, directly contributing insights to a 20% improvement in operational efficiency across the company.

AI Financial Analysis [Python | Pandas | Matplotlib | Excel] ([GitHub](#))

- Cleaned and transformed 10,000+ rows of financial market data using Python (Pandas, NumPy), improving data quality and reducing inconsistencies by 95%.
- Built **5+ EDA visualizations** in **Seaborn/Matplotlib** to uncover **market trends & correlations**.
- Applied statistical analysis and correlation studies on financial indicators, improving accuracy of trend forecasting by 20%.

Power BI Indian Restaurant Sales Analysis [Python (Pandas, Matplotlib), Power BI] ([GitHub](#))

- Transformed and assessed 5K+ records using Pandas, created new time-based features and KPIs.
- Designed Power BI dashboards that allowed users to analyze the sales of appetizers, entrees, desserts, and Beverages, increasing data accessibility for 10+ stakeholders across the business.
- Determined the top 20% of menu items contributing to 80% of total restaurant revenue using Pareto analysis; boosted sales strategy effectiveness by 20% and informed targeted marketing campaigns.

Zomato Insights Dashboard [Power BI, DAX, and Excel] ([GitHub](#))

- Built Power BI dashboards for 10K+ restaurants, cutting marketing spend by 5% with higher ROI.
- Defined DAX formulas to find peak hours & top cuisines, improving satisfaction scores by 10%.
- Analyzed foot traffic patterns, optimizing staffing and reducing wait times by 15 minutes.

EDUCATION

Bachelor of Engineering (Computer Science)

Jul 2020 – Aug 2024

Noida International University - Greater Noida, Uttar Pradesh

CGPA: 8.0

CERTIFICATIONS

- Business Analyst Master's Program - [Simplilearn](#)
- Data Analysis With Python & SQL - [Simplilearn](#) & [IBM](#)
- Microsoft Excel: Advanced Excel Formulas & Functions - [Udemy](#)