AKSHAY HOODA

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SKILLS

Data Analytics & Visualization: Power BI, Tableau, Excel (Advanced Formulas, Lookup Functions, Pivot Tables), Power Query, DAX
Programming & Databases: SQL, Python (Pandas, NumPy, Matplotlib), MySQL
Data Science & Methodologies: ETL, Data Cleaning, Data Modeling, Data Visualization, Statistical Analysis

WORK EXPERIENCE

Project Coordinator - Whizzme   Dec 2024 – Aug 2025

- Coordinated cross-functional teams to deliver projects including **Lenny.AI** and **Milko Application**, meeting deadlines and business objectives.
- Planned and tracked project milestones, ensuring requirements were clearly defined and delivered on time.
- Facilitated communication between technical and non-technical teams, improving efficiency and reducing delays.
- Enhanced project workflows**,** contributing to smoother execution and improved stakeholder satisfaction.

FREELANCE & ACADEMIC PROJECTS

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

- 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 | SQL] (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, SQL] (Live Dashboard)

- 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)   Apr2020 – Jul 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