Ajay Prajapati
Data Analyst

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Summary

Data Analyst skilled in SQL, Python, Excel, Google Sheets, Google Docs, Google Collab and Power BI with hands-on experience in data cleaning, visualization, and dashboard building. Proficient in translating complex datasets into actionable business insights and supporting data-driven decision-making. Passionate about applying analytics to solve real-world business problems.

Skills

Programming & Querying: SQL, Python
Visualization Tools: Google Workspace, MS Excel, Power BI, Tableau
Analytical: Data Cleaning, EDA, Statistical Analysis, Insight Generation
Business Intelligence: KPI Tracking, Data Storytelling, Reporting Automation

Experience

Data Analyst Intern   May 2025 – August 2025
Zaalima Development (Remote)   *Tools Used: Excel, SQL, Power BI*

- **Processed and standardized 100,000+ rows** of multi-regional data to create weekly analytics reports, enabling business teams to track KPIs across geography and time."
- Designed smart Excel templates embedded with lookup functions and pivot logic, **saving 40% reporting time across 4 departments.**
- Developed and maintained Power BI dashboards to visualize revenue trends, customer mix, and monthly performance—regularly used by managers and analysts across business units.
- Collaborated with 4 analysts and 2 senior managers to define and validate 6 KPIs, improving report reliability and strategic alignment.

Projects

Customer Churn Analysis | *Python*   March 2025 – April 2025

- **Analyzed behavior of 7,043 telecom customers** to identify churn patterns based on tenure, contract type, and monthly charges.
- Engineered new features including contract type buckets and tenure bands to improve segmentation and insights.
- Generated 11 visualizations (histograms, box plots, heatmaps) to highlight churn-prone segments.
- Revealed that 38% of churned users were on monthly contracts with less than 3-month tenure—suggested early engagement strategies.

Sales Dashboard for Regional Performance | *SQL, Power BI*   February 2025 – March 2025

- Queried and joined 3 sales-related tables covering over 25,000 rows across 12 months and 5 regions using optimized SQL joins to create consistent, analysis-ready datasets.
- Built 10 dynamic measures and KPIs in Power BI to track regional sales, return trends, and product performance.
- Designed multipage dashboards with slicers and filters, helping stakeholders drill down by region, product category, and time.
- Detected a 14% sales drop post-festival in the South region. Later, the insight was used for a marketing recovery plan.

Awards & Certifications

- **Google Data Analytics Certificate – Coursera (2024) :** Completed 8 practical case studies involving SQL, data cleaning, dashboards, and presentations.
- **IBM Data Analyst Certificate – (2025):** Completed multiple hands-on projects using Excel, SQL, Python, and data visualization tools to analyze real-world datasets and create dashboards.

Education

Bachelor of Science   Graduated: 2024
Azamgarh State University, Uttar Pradesh   *CGPA: 8.03 / 10*