PRADEEP M

Hyderabad, Telangana

📞 +91-99999 99999   ✉ pradeepm.analyst@gmail.com   in linkedin.com/in/pradeepanalyst   ⦿ Portfolio

Profile Summary

- Proven ability in analyzing large datasets, debugging SQL queries, and transforming data to drive business decisions.
- Proficient in creating compelling, interactive dashboards using Power BI, enhancing data accessibility and understanding.
- Strong command over Excel, SQL, Power BI, enabling efficient data manipulation and analysis.
- Proficient in market research, requirement gathering, qualitative and quantitative analysis.

Relevant Coursework

- Data Integrity
- Data Visualization
- Data Governance
- Data Manipulation
- Generative AI
- Data Mining
- Requirement Gathering
- Business Impact Analysis

Experience

Deloitte - Data Integrity & Reporting Analyst   June 2024 – Present

- Manage and enhance client data across multiple CRM tools, ensuring up-to-date and accurate information.
- Perform lead verification by researching on LinkedIn and other sources to identify and correct data inconsistencies.
- Oversee data accuracy and consistency within Deloitte's databases through ongoing validation, audits, and updates, leveraging strong analytical skills and attention to detail.

AtliQ Technologies - Data Analyst Intern   Mar 2024 – Mar 2024

- Performed **data variance analysis** and debugged SQL queries, demonstrating **critical thinking** and **attention to detail** to ensure 100% accuracy in data extraction from MySQL Workbench.
- Applied advanced data cleaning and **data normalization techniques**, showcasing **problem-solving skills** to maintain data integrity and optimize retrieval processes.
- Designed and delivered customizable dashboards using Power BI, leveraging **creativity** and **stakeholder communication** to provide actionable insights.

Projects

Festive Campaign Analysis | *SQL, Power BI, PowerPoint* | Live Dashboard   Feb 2024

- During Diwali and Sankranti campaigns across 50+ Southern Indian retail stores, Utilized **SQL** to analyze transactional data and identify purchase trends. Built an **interactive Power BI dashboard** for enhanced data visualization. This analysis led to the discovery of a 110% average increase in revenue during both campaigns, informing future strategies.

Business Insights 360 | *Excel, Power BI, Dax, Power Query, SQL* | Live Dashboard   Jan 2024

- Modernized Atliq's reporting by replacing Excel with a Power BI dashboard, integrating data from Excel/CSV and SQL. Created a data model and visualizations across 5 departments, optimizing with DAX Studio for a **5% performance boost**. This empowered Atliq to make data-driven decisions, projecting a 10% revenue increase and 20% expense reduction.

AtliQ Finance Reports | *Excel, PivotTable, Dax* | GitHub Repository   Dec 2023

- Created a 4-year P&L Report for Atliq Hardware in Excel, using Pivot Tables and DAX to analyze revenue. Automated data cleaning with Power Query, saving 4 hours, and implemented DAX measures for enhanced user experience, reducing data processing time by 50%. This enabled real-time insights for data-driven decision-making.

Technical Skills

Analytical Tools: Excel, Power BI, Power Query, Tableau
Languages: Python, SQL
Technologies/Frameworks: GitHub, WordPress, Pandas, NumPy

Education

Vellore Institute of Technology   Aug 2020 – May 2023

Bachelor of Science – CGPA: 8.45   *Vellore, Tamil Nadu*

Extracurricular / Certifications

- Accenture North America: Data Analytics And Visualization–View Credentials
- Tata Data Visualization: Empowering Business With Effective Insights–View Credentials
- Google Data Analytics, Coursera–View Credentials
- Codebasics Community Champion–View Certificate of Appreciation