KAJAL DUBEY

Data Analyst Enthusiast

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PROFILE

Data Analyst skilled in SQL, Excel, and Python, with foundational knowledge of R and hands-on experience in data cleaning, exploratory analysis, and visualization. Strong ability to interpret large datasets, identify trends, and generate actionable insights. Passionate about using data to improve digital processes and support secure, AI-driven compliance solutions. Quick learner with a problem-solving mindset, eager to contribute effectively to data analytics initiatives.

EDUCATION

Integrated Masters In Computer Application(IMCA)
Parul University
08/2022 – Present | Vadodara
(Expected Graduation: 2026)

Senior Secondary(Commerce)
CBSE
2022 | Tamil Nadu

CERTIFICATES

- Business Analytics with Excel 🔗
- CISCO Data Analytics Essentials 🔗
- Data Visualization:Empowering Business with Effective Insights 🔗
- Data Analytics Nation Skill-Up Course – GeeksforGeeks 🔗
- Product Analytics Micro-Certification (PAC)™ 🔗

SKILLS

Programming Languages: Python, Java ,R(basic)
Libraries & Frameworks: Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn
Data Visualization: Power BI, Advance Excel, Python,Tableau
Database & Data Extraction: MySQL, SQL, PostgreSQL,Python (Web Scraping, Data Import)
Analytical Techniques: Exploratory Data Analysis (EDA), Data Cleaning, Statistical Analysis, KPI Development & Reporting,Google Workspace • Six Sigma (Basic)

Soft Skills:
Analytical Thinking • Problem Solving • Attention to Detail • Critical Thinking • Communication Skills • Team Collaboration • Time Management • Adaptability • Data Interpretation

PROJECTS

Customer Shopping Behavior Analysis 🔗
Tools Used: Advance Excel,Python, MySQL Workbench, Power BI,Jupyter Notebook

- Analyzed **3,900+ customer transactions** to uncover actionable insights on spending behavior, subscription trends, and top-performing products.
- Cleaned and transformed raw data using **Python (Pandas, NumPy)**, ensuring **100% data consistency** and creating derived features like *Age Group* and *Purchase Frequency*.
- Executed optimized **SQL queries in MySQL Workbench** to extract KPIs such as revenue by gender, loyalty segments, and high-value customers.
- Built an **interactive Power BI dashboard** that **reduced manual reporting time by 40%** and enabled data-driven decision-making for business strategy

Stakeholder Insights & Performance Dashboard – Tableau 🔗
Tools: Tableau, Excel/CSV, Data Cleaning, KPI Design

- Built an interactive **Tableau dashboard** to analyse insurer value creation, premium trends, shareholding patterns, and profitability.
- Designed key **KPIs** including Total Premium, Average Stakeholder Age, Value Created (Equity AUM), and Highest Insurer Value.
- Added advanced **filters** (city, stakeholder, gender, date range, tenure) with cross-filtering and dynamic tooltips for deeper insights.

Ola Data Analysis Dashboard 🔗
Tools used:Power BI ,DAX, calculations, KPIs , Excel / CSV

- Developed an **interactive Power BI dashboard** visualizing metrics like *Ride Volume Over Time, Booking Status, Revenue by Payment Method,* and *Customer vs Driver Ratings.*
- Focused on uncovering **key business insights** such as ride demand patterns and factors affecting cancellations.
- Identified peak ride timings and customer preferences by vehicle type.
- Mapped major **cancellation reasons** for both customers and drivers.
- Helped visualize **revenue contribution by payment methods** to improve financial strategy.