

Keval Kathiriya

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SUMMARY

Aspiring Business Intelligence Analyst and Data Analyst skilled in transforming data into actionable insights using Power BI, Excel and SQL, leveraging AI tools like ChatGPT, Gemini and Microsoft Fabric to drive smarter decision-making and operational efficiency.

EDUCATION

Bachelor of Engineering - Computer Engineering

Gujarat Technological University, Surat

June 2020 - May 2024

SKILLS

Data Analysis & Visualization: Excel, Power BI

Programming & Scripting: Python (Pandas, NumPy), SQL

Database Management: MySQL, PostgreSQL

Automation & ETL: Power Query

Soft Skills: Problem-Solving, Critical Thinking, Communication Attention to Detail

PROJECTS

1. Credit Card Revenue & Customer Behaviour Analysis (Power BI & SQL) [Credit Card](#)

- Analysed 8 K + transactions to identify high-value segments and spending patterns.
- Created interactive dashboards with KPIs for revenue, transaction count and profit trend.

2. Meta Ads Performance Dashboard (Power BI) [Meta Ads](#)

- Built ROAS and conversion funnel analysis across platforms using dynamic campaign ROAS.
- Visualized audience demographics and budget efficiency for marketing strategy.

3. Blinkit Sales & Outlet Performance (Excel) [Blinkit](#)

- Cleaned and transformed sales data to highlight category-wise and location performance.
 - Produced insights on outlet tier revenue and product contribution
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