Data Analyst/ Business Analyst

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KUMAR VISWAJEET

Education

MASTERS IN DATA ANALYTICS – Berlin School of Business and Innovation – Berlin DE (2.3 GPA)
Dissertation Topic: Machine Learning Techniques for Predictive Modeling and Forecasting of Sales Data   November 2023
Majors: Business Analytics, Statistics and Data Analysis, Machine learning, Data Visualization, data interpretation, Bigdata technologies, database management, project management, business intelligence

Skills

Python
Libraries: pandas, matplotlib, ggplot2, beutifulsoup2, re, os,

SQL
Software: SQLite, MySQL, data modeling

Excel
Tools: Pivot Table, Pivot Chart, VLOOKUP, HLOOKUP, VBA

Tableau
Tools: data visualization, Dashboard Design, Data connection and Integration

IBM SPSS Statistics
Functionality: Data analysis, regression analysis, (Histograms, Boxplots), Inferential Statistics (t-tests, ANOVA), Custom Syntax and Programming

Projects

DISSERTATION PROJECT: PREDICTIVE SALES MODELING - MACHINE LEARNING INTEGRATION
November 2023

- **Comprehensive Approach to Sales Forecasting:** Developed a rigorous methodology encompassing data preparation, exploratory data analysis (EDA), and the application of advanced machine learning models to achieve accurate and valuable sales forecasts.
- **Literature Review and Theoretical Foundation:** Conducted an extensive literature review, drawing on the wisdom of past scholars to inform the research questions. Established the importance of sales forecasting in decision-making, laying the groundwork for our investigation.
- **Data Cleaning and Model Selection:** Applied meticulous data cleaning techniques and explored powerful machine learning models, including Random Forest Regression, Gradient Boosting, and HistGradient Regressor, alongside traditional least squares (OLS) regression. Rigorously evaluated model performance using metrics such as R-squared, MAE, and RMSE.
- **Implications and Future Directions:** Contributed to data-driven decision-making in the evolving landscape of data science. Acknowledged the importance of choosing the right model for specific project requirements and identified opportunities for future research, including hyperparameter tuning, feature design, and interdisciplinary applications.

MOVIE CORRELATION BY PYTHON – Personal Project
February 2023

- Successfully completed a data analytics project using **Python**, showcasing proficiency in data manipulation, statistical analysis, and visualization.
- Utilized statistical methods to identify significant correlations between movie variables, such as genre, ratings, and box office performance.
- Effectively communicated findings through visualization, revealing a strong positive correlation between movie ratings and box office revenue.

SALES OF SUPERMAKET IN EUROPE USING TABLEAU– Personal Project
March 2023

- Created impactful **Tableau** visualizations for European supermarket sales analysis.
- Integrated sales data from multiple European supermarket chains, presenting trends and patterns effectively.
- Identified key insights, such as top-selling products and regional performance, and provided actionable recommendations.

MOVIE RENTAL DATABASE MANAGEMENT PROJECT SQL– Personal Project
May 2023

- Designed an efficient movie rental database with **SQL**, managing records effectively.
- Analyzed rental data using SQL queries and functions, extracting valuable insights.
- Optimized queries for efficient data retrieval and enhanced system performance, employing normalization techniques to reduce redundancy and enhance database efficiency.

DATA ANALYST SALARY ANALYSIS AND DASHBOARD EXCEL– Personal Project
August 2023

- Identified salary factors using **Excel**, emphasizing trends with conditional formatting. experience, education, and location.
- Proficiently readied and tidied data in Excel (IF, SUM) while delving deep into data analyst salaries.
- Shared insights through charts and graphs, showcasing data visualization skills.

URBAN AUTO INSIGHTS - Personal Project   August 2023

- Visualized and analyzed India's auto market trends, differentiating between new, used, and third-hand vehicles across cities.
- Implemented dynamic filters for attributes like transmission type and fuel, enabling precise exploration of market dynamics.
- Created intuitive charts revealing patterns in preferences, pricing, and demand for automobiles.

HEALTHTRACK NATION– Personal Project   November 2023

- Developed a Tableau dashboard offering a holistic view of a country's healthcare sector, including patient, doctor, and diagnosis data.
- Implemented interactive features for detailed exploration of regional and specialty-specific healthcare metrics.
- Utilized Tableau to visually optimize resource allocation, aiding administrators in strategic decision-making.

Work Experience

HANDS-ON TRAINING IN STATISTICAL ANALYSIS– Kreative storm – Berlin DE   January 2024 – February 2024

- Comprehensive analysis of variable types (Nominal, Ordinal, Interval, Ratio).
- Application of central tendency measures (Mean, Median, Mode) for data distribution insights.
- Assessment of variability through Range, Variance, and Standard Deviation analysis.
- Utilization of hypothesis testing techniques, including distinguishing Null vs. Alternative Hypotheses, and understanding Type I and Type II errors.
- Proficiency in analyzing the distribution of data, testing for normality using the Shapiro-Wilk test, and understanding skewness and kurtosis.
- Exploration of data normalization techniques, including simple transformations and the Box-Cox transformation.
- Establishment of relationships between variables through correlation and linear regression methodologies.
- Investigation of group differences using t-tests, Mann-Whitney U tests, ANOVA, Kruskal-Wallis H tests, post-hoc tests, Effect sizes, and Chi-square analysis.

BUSINESS DATA ANALYST – RMC Switchgear limited – Jaipur IN   October 2020 – April 2021

- Managed sales proposals, contracts, and client relationships to boost revenue.
- Worked with account executives to find new clients and organize product presentations using Excel, SAP, and data analysis tools for informed decision-making.

BUSINESS DATA ANALYST – BYJU's – Jaipur IN   June 2021 - September 2021

- In the role of a Business Development Executive at BYJU'S, I developed data-driven sales strategies, ETL, analyzed sales performance, and leveraged data for customer insights, demonstrating my strong data analytics skills that can be valuable in a Data Analyst role.