

LAVANYA B

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Data Analyst

Analytical Data Analyst skilled in ensuring data accuracy and consistency, with a strong foundation in **data analysis**, **data visualization**, and **data-driven decision-making**. Skilled in **SQL**, **Excel**, **Python** and **Power BI** with proven proficiency in data cleaning, data wrangling, data mining, and building interactive dashboards to support business intelligence, KPI reporting, and performance insights. Skilled in applying exploratory data analysis, statistical modeling, and translating complex data into actionable insights through storytelling and cross-functional collaboration.

TECHNICAL SKILLS

Programming/Tech Stack: SQL (MySQL, SQL Server), Python (Pandas, NumPy), Power BI, Excel, MS Office, Google Sheets

Excel Functions: Pivot Tables, VLOOKUP, Conditional Formatting, INDEX-MATCH

Visualization: Power BI Dashboarding, Power Query, DAX, Dashboarding, Data Modelling, Data Visualization

Data Analytics Skills: Data Cleaning, Data Wrangling, Data Storytelling, Business Intelligence, Statistical Analysis

Soft Skills: Stakeholder Communication, Strategic thinking, Project Coordination, Cross-functional Collaboration

PROJECTS

IMDb Movie Analysis | Power BI | [View Dashboard](#)

- Analyzed 4,916 IMDb movies to identify top genres (Drama, Comedy, Action) and rating trends (8.1–9.5). Built a real-time insights report using DAX and KPIs to uncover audience preferences and genre popularity.

Healthcare Waitlist Data Analysis | Power BI | [View Dashboard](#)

- Examined 709K patient waitlist records to identify increases from 640K previous year. Created a visual analytics report highlighting wait times, case types, and hospital capacity utilization using DAX for actionable healthcare insights.

Operational Analytics & Investigating Metric Spike | SQL | [Access SQL Project](#)

- Leveraged advanced SQL techniques to analyze operational data, uncovering the root causes of a 25% spike in key metrics, leading to improved performance optimization.
- Delivered actionable insights that optimized resource allocation across 3 departments, resulting in an 18% reduction in downtime and a 10% improvement in departmental efficiency.

Instagram User Engagement Analysis | SQL | [Access SQL Project](#)

- Evaluated engagement behavior of 10,000+ Instagram users using advanced SQL queries to monitor weekly activity, retention rates, and device usage.
- Discovered peak usage hours and churn trends, informing marketing optimizations that boosted user retention by 15%.

Hiring Process Analytics | MS Excel | [Project Insights](#)

- Explored hiring data of 4419 candidates using Excel formulas, pivot tables, charts to uncover a 42% female and 58% male hiring ratio, with average salaries of ₹48,515 (female) and ₹50,557 (male).
- Identified high attrition in operations and service departments, providing insights for improving workforce diversity and salary structure.

Bank Loan case study – Exploratory Data Analysis (EDA) | MS Excel | [View Project](#)

- Explored 49,999 loan applicants' data, addressed 13–70% missing values using imputation, and handled outliers with IQR. Used charts and heatmaps to identify key risk factors affecting loan approval decisions.

EXPERIENCE

Data Analyst | Trainity | Virtual Internship | January 2025 -March 2025

- Extracted insights large datasets using **SQL**, **Excel**, and **Power BI**, reducing reporting time by 30% and enhancing business decision-making through actionable insights.
- Executed end-to-end data projects using Power BI, statistical analysis, and storytelling techniques to transform complex datasets into actionable insights and enhance internal reporting accuracy by 30%.
- Optimized SQL queries with **CTEs** and **window functions**, improving data extraction speed by 20%.
- Managed and delivered 8+ analytics projects by independently scheduling and executing tasks within defined timelines, achieving a 98.6% project score, ensuring high-quality deliverables and timely completion.

EDUCATION

Bachelor of Architecture (B.Arch) **2016-2021**

Hindustan Institute of Technology & Science, Chennai

COURSE AND CERTIFICATIONS

Virtual Internship Certificate from Trainity

Live Project Certificate from Trainity

Specialization Data Analytics Training Certificate from Trainity