

# Lavenya Ravikumar

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## SKILLS:

- Power BI: ETL (Extract, Transform, Load), Data Modelling, DAX Functions, Data Analysis, Data Visualization
- SQL: Aggregation, Joins, Subqueries, CTEs, CASE, Views, Window Functions
- Excel: Pivot Tables, Formulas, VLookup, Power Query, Conditional Formatting, Charts and Visualization
- Python: Methods and Function, OOP, Web Scraping, Errors and Exceptions, Jupyter Notebooks
- Google Workspace : Gmail, Chrome, Docs, Sheets.

## About Me

I am a diligent and motivated law graduate who is trying to transition into the field of business and analytics. My legal background has equipped me with strong reasoning, critical thinking, and problem-solving skills, which I now apply to the field of data analysis. I am dedicated to utilizing data-driven insights to support strategic decision-making and contribute to business success.

## PROJECT EXPERIENCE:

### Call Center Performance Analysis [ Excel ] - [Github](#)

- **Performed ETL and data modeling** to analyze 12 months of call center metrics using Excel and Power Pivot.
- **Tracked key KPIs** like call volumes, customer satisfaction, and sales performance, leading to insights on top customers and busiest periods.
- **Identified staffing needs** for peak months and days, recommending adjustments for April and weekends.
- **Analyzed call duration vs. satisfaction**, revealing that 30–60 minute calls had the highest 5-star ratings (31.28%).
- **Created user-friendly dashboards** with DAX formulas and conditional formatting for clear business insights.

### Hospital Wait List Analysis - [ Power BI ] – [Github](#)

- **Analyzed waitlist data** (2018–2021) using Power BI, focusing on case types, specialties, and patient demographics.
- **Tracked wait times** across categories, highlighting 709K patients on the latest waitlist and 118K waiting over 18 months.
- **Performed time band and age profile analysis**, visualizing trends by wait time and age groups (0-15, 16-64, 65+).
- **Identified key specialties**, including Paediatric ENT and Accident & Emergency, with significant waiting times.
- **Created dynamic dashboards** showcasing trends, wait time bands, and specialty insights for decision-making.

### Churn Analysis - [ SQL , Powerbi, Python] - [Github](#)

- **Performed end-to-end ETL:** Extracted, cleaned, and transformed customer churn data in SQL Server, then visualized insights and machine learning predictions in Power BI and Jupyter Notebook.
- **Churn Rate:** Overall churn rate is 27%, with younger customers (20-35 years) and fiber optic users showing the highest churn rates.
- **Geographic Disparities:** Jammu has the highest churn rate (57.2%), while Assam has the lowest (1%).
- **Service Usage Impact:** Customers with multiple lines have a high churn rate (54.8%), while phone-only users show the lowest (9.4%).

- **Payment Method Influence:** Credit card users have the highest churn rate (37.8%), suggesting a potential area for targeted retention efforts.

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## **EDUCATION:**

**Bachelor of Arts and Law (BA.LLB hons) - ( 2017-2022 )**