Manoj kumar M

Bangalore, India | 9902149525 | [Gmail](#) | [LinkedIn](#) | [Portfolio](#) | [Github](#)

Proficient in Data Visualization, Reporting, Dashboarding, Insight analysis with Data Science Engineering background with hands on experience in SQL, Excel, Power BI, Python. Honing strong analytical skills, decision-making, problem solving abilities with learning mindset and proactive approach.

TECHNICAL SKILLS

- Power BI Desktop
- Power BI Service
- Power Query (M- Query)
- DAX
- Advanced Excel
- SQL
- MySQL
- Python
- Data Modelling
- Data Visualization
- Data Cleaning
- Data Storytelling

WORK EXPERIENCE

Data Analyst Intern | Atliq Technologies , Bengaluru   **Oct/2024– Nov/2024**

- Analyzed employee datasets to evaluate work-from-home/office ratios, attendance and leave trends .
- Designed a telecom performance dashboard for Wavecon Telecom, visualizing 10+ key operational metrics.
- Normalized 4Lakh+ rows of data using MySQL to improve data consistency and integrity .
- Conducted variance analysis on benchmark data points, identifying deviations with actionable insights.
- Debugged 15+ complex SQL queries, ensuring accuracy in reporting results.
- Built an insurance analytics dashboard for Shield Insurance, tracking revenue growth, policy trends, and customer segmentation by age groups (18-60).
- .

Tools used: Power BI desktop, Power BI service, Power query, DAX function, Vlookup, Pivot Table , MySQL , Python , Power point , Excel

PROJECTS

Goodcabs Operational/Data Analysis | Power BI , SQL , Power Point | [Github](#) | [Dashboard](#) | [YouTube](#)

- Conducted advanced SQL analysis to generate key operational insights, including total revenue of ₹108M, 426K trips, ₹245.70 average fare per trip, and ₹13.28 average fare per km.
- Created interactive dashboards with executive, revenue, passenger, and trip analytics views, leveraging data visualization to highlight a 7.66/10 passenger rating and a 25.73% repeat passenger rate.
- Delivered actionable insights into passenger behavior, trip distribution, and revenue trends, supporting strategic decision-making.
- Presented the comprehensive dashboard on YouTube to showcase findings and drive operational improvements.

Code-X Energy Drink Survey Analysis | Python | [Github](#)

- Analyzed survey data, identifying males aged 19-30 as primary consumers with a consumption frequency of 2-3 times weekly or monthly.
- Found 70%+ consumer engagement in Bangalore, Hyderabad, Chennai, and Kolkata, with purchasing preferences for supermarkets, online retailers, and gym centers.
- Highlighted performance gaps: only 1,000 consumers prefer CodeX, rated 3-4, with competitors excelling in brand reputation, taste, and availability.
- Recommended strategies including ₹50-150 pricing, compact packaging, sports icon endorsements, and improved branding and distribution.

Mitron Bank Credit Card Data Analysis | Power BI , Excel | [Github](#) | [Dashboard](#) | [YouTube](#)

- Analyzed a dataset of 4,000 customers to derive actionable insights for Mitron Bank's credit card strategy, revealing a total expenditure of ₹531M, with ₹216M spent via credit cards.
- Conducted demographic and income analysis, identifying an average individual income of ₹51.66K and highest income utilization rates in Delhi (51.43%) and Mumbai (48.03%).
- Performed expenditure analysis, highlighting ₹101M spent on bills as the top spending category, guiding reward system and cashback incentive designs.
- Assessed income utilization, uncovering a 42.82% overall utilization rate, with age groups 25-34 and 35-45 exhibiting highest utilization rates of 43.66% and 46.72%, respectively, aiding risk evaluation and credit limit structuring.

EDUCATION

Bachelor of Engineering in Data Science   **09/2022 – ongoing**
Nagarjuna College of Engineering and Technology (Current CGPA : 9.54)
10ᵗʰ / X : Evergreen High School (97.82%)   *12ᵗʰ / XII : Swamy Vivekananda PU College (94.83%)*

ACHIEVEMENTS

- HackerRank – SQL Gold Badge.
- HackerRank – Silver in python

CERTIFICATIONS

[Power BI](#) | [Ms Excel](#) | [SQL](#) | [Python](#) | [Data Analytics](#)