Mrutyunjaya Beura

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PROFESSIONAL SUMMARY

Data science graduate skilled in **SQL, BigQuery, and cloud-based technologies**, passionate about leveraging data to optimize **advertising performance** in **Ad Tech**. Skilled in **extracting insights from large datasets**, building dashboards, and collaborating with cross-functional teams (Marketing, Sales, Product). Proven ability to lead projects, mentor peers, and drive data-driven decision-making.

EDUCATION

Ravenshaw University ,Cuttack   Sept 2021 – April 2024

Information Technology & Management (CGPA : 8.69)

Stewart Science College , Cuttack ,   july 2019 – june 2021

Higher Secondary Education (Percentage : 85%)

TECHNICAL SKILLS

Languages: SQL , Python (Pandas, NumPy),

Databases: MySQL (Query Optimization, Indexing) ,BigQuery

Data Visualization: Power BI, Microsoft Excel (Pivot Tables, Charts)

Cloud Platforms: Google Cloud Platform (GCP)

Statistical Analysis: Hypothesis Testing, A/B Testing

Machine Learning: Regression, Classification, Clustering

Tools & Platforms Git, GitHub , Jupyter Notebook , VS Code, Google Colab, Google sheet

Soft Skills: Analytical thinking, problem solving, communication skills

SELECTED PROJECTS

Sales Performance Dashboard | Power BI, SQL ↗

- Collected and cleaned 10,000+ sales records from 5 regions using SQL
- **Developed** an interactive Power BI dashboard, **reducing** manual reporting time by 30%.
- Identified **underperforming product categories**, leading to a 15% inventory optimization recommendation

Programmatic Ad Performance Dashboard (BigQuery + Power BI) ↗

- Analyzed **10K+ bid requests** to identify cost-efficient ad placements.
- Wrote **complex SQL queries** to segment high-performing publishers.

Credit Card Fraud Detection System | Python (Pandas, Scikit-learn, Matplotlib) ↗ .

- Built predictive model analyzing 28K+ transactions (0.8% fraud)
- **Developed** a fraud detection model using Logistic Regression, achieving **98.6% recall** and **99.1% precision**.
- **Analyzed** 28K+ transactions, identifying fraud patterns with Matplotlib/Seaborn visualizations

Ola Ride Data Analysis | *SQL, Power BI* ↗

- Analyzed over **10,000 ride records** to uncover trends in city-wise demand, revenue, and driver performance
- Increased ride allocation efficiency by **15%** by identifying high-demand time slots using SQL-based analysis
- Designed a Power BI dashboard with **5+ interactive visualizations** for stakeholder insights .

Achievements & Certifications

- **Completed 20+ self-initiated data analytics projects**, applying Python, SQL, and Power BI to real-world datasets and sharing outcomes on GitHub.
- **Ranked in the Top 10% of participants** in a Kaggle dataset competition credit card fruad detection.
- **Google Data Analytics** Certificate (Coursera)