Data Analyst/ Business Analyst

OM KASHYAP

+91 7061656626 | omkashyap489@gmail.com
www.linkedin.com/in/om-kashyap-a275871b2
https://github.com/om489
Kolebira,Jharkhand,835211

Objective

Versatile professional with a strong foundation in data analysis, committed to leveraging data-driven insights to enhance business operations and decision-making. Skilled in SQL, Python, Power BI, and Excel, with a proven track record of executing impactful projects and delivering actionable insights.

Skills

- SQL (SQL Server, MySQL, PostgreSQL)
- Python (Pandas, NumPy, SciPy, MatPlotLib)
- Power Bi
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- Microsoft Azure (DataBricks, Azure Data Lake, Azure Data Warehouse)

Projects

Sales Data Analysis Project: Power BI
Objective: Analyzed historical sales data to identify trends, seasonality, and patterns.
Tasks:
Processed and cleaned data.
Utilized statistical techniques.
Developed interactive Power BI dashboards with dynamic visualizations.
Outcome: Facilitated informed decision-making through clear and actionable insights.

Road Accident Analysis: Excel
Objective: Analyzed casualties in different regions for insights into road accident factors.
Tasks:
Conducted comprehensive data preprocessing.
Performed geospatial analysis to identify high-risk areas.
Developed predictive modeling for improved accuracy in accident prediction.
Outcome: Provided valuable insights into the contributing factors of road accidents and fine-tuned predictive models for more accurate predictions.

Vrinda Store Sales Analysis: Excel
Objective: Conducted in-depth sales analysis, category identification, and product analysis.
Tasks:
Analyzed historical sales data for trends and patterns.
Identified and categorized product sales for strategic insights.
Conducted detailed product analysis for inventory optimization.
Outcome: Gained a nuanced understanding of sales trends, categorized products for targeted marketing, and optimized inventory management processes.

HR Analytics Dashboard: Power BI
Objective: Implemented a comprehensive HR analytics dashboard for various stakeholders.
Features:

Developed interactive features such as filters, slicers, and drill-through actions.

Ensured accessibility for HR professionals, department heads, and executives.

Outcome: Provided a user-friendly dashboard for informed decision-making in HR-related matters.

Super Store Sales Dashboard: Power BI

Objective: Identified trends in sales by month and region for strategic planning.

Tasks:

Analyzed and visualized sales data.

Identified and interpreted sales trends and patterns.

Outcome: Delivered clear insights into sales patterns, enabling strategic planning and optimization of resources.

Food & Beverage Sales Analysis: Power BI

Objective: Analyzed transaction data, applied association rule mining, and recommended product bundles.

Tasks:

Conducted association rule mining on transaction data for pattern recognition.

Recommended product bundles for improved sales strategies and cross-selling opportunities.

Outcome: Enhanced product bundling and cross-selling strategies, resulting in increased sales and customer satisfaction.

Amazon Global Superstore Analysis Dashboard: Power BI

Features:

Developed user-friendly features including slicers, filters, and drill-through actions.

Automated processes for data refresh and updates to ensure up-to-date information.

Outcome: Enhanced user interactivity and engagement, providing stakeholders with real-time and relevant information.

Diwali Sales Data Analysis: Python

Objective: Collected and analyzed Diwali sales data for regional trends.

Tasks:

Collected and processed Diwali sales data.

Provided insights for future marketing and sales strategies.

Outcome: Contributed valuable insights for future marketing and sales strategies based on regional trends

Career Graph

Duration	Organization	Designation
Dec 2022 – Mar 2024	California Burrito, Hyderabad, India	Assistant Store Manager
Jan 2021 – Apr 2021	Marroitt Whitefield Bengaluru, India	Trainee

Work Experience

CALIFORNIA BURRITO – Assistant Store Manager **–** Hyderabad, India   Dec 2022 – Mar 2024

Data-Driven Operations Management: Analyzed sales data to optimize inventory levels, reducing stock shortages and minimizing waste by 15%.

Customer Insights: Leveraged customer data to identify trends in purchasing behavior, informing targeted marketing strategies and improving customer satisfaction scores by 10%.

Sales Reporting and Analysis: Utilized Excel and Power BI to track daily sales, generate performance reports, and provide actionable insights for higher management.

Cost Control: Applied data analysis techniques to monitor and control labor and operational costs, contributing to a 12% reduction in overall expenses.

Team Performance Analytics: Analyzed employee performance data to improve scheduling efficiency and enhance team productivity.

MARROITT WHITEFIELD – Trainee - Bengaluru, India   Jan 2021 - Apr 2021

Guest Feedback Analysis: Collected and analyzed guest feedback data to identify areas for service improvement, contributing to a 5% increase in customer satisfaction ratings.
Event Performance Tracking: Assisted in the analysis of event data, providing insights into guest preferences and helping to optimize event planning and execution.
Operational Efficiency: Worked on data-driven projects to improve operational processes, including time management and resource allocation, resulting in a 7% increase in operational efficiency.
Administrative Data Handling: Managed and organized data for administrative tasks, including report generation and scheduling, ensuring accuracy and efficiency in daily operations.

Training Program Analysis: Participated in the evaluation of training programs through data collection and analysis, helping to refine training modules for better employee performance.

Certification

Naresh It Data Science & Ai, Hyderabad
Google Data Analytics Specialization
Accenture Data Analytics & Visualization Enthusiast Job Simulation
Tata Data Visualization

Education

BACHELOR OF HOTEL MANAGEMENT – MAKAUT University – Kolkata, West Bengal   June 2022