

# Parijat Prasun

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## About:

Motivated Data Analyst skilled in SQL, Power BI, Excel, and Python. I recently completed a Data Science course at OdinSchool, working on projects like YouTube Sentiment Analysis, Sales Analysis, Maven Reports, and Amazon Analysis. I'm passionate about using data to drive business insights and decisions.

## INTERNSHIPS:

### Accenture - Data Analytics and Visualization Job Simulation

- Analyzed 36.5M posts to identify top content categories, leading to strategic content recommendations and IPO insights, emphasizing 'Animal' and 'Science' popularity.

### Tata (Forage) - Data Visualization: Empowering Business with Effective Insights

- Developed business scenarios, selected appropriate visuals, and created effective visualizations to communicate insights and analysis.

## SKILLS:-

- ✓ **Tools:** Data Analysis, Data Visualization, Reporting and Dashboard, Statistical Analysis, Data Cleaning
- ✓ **Database & Query Languages:** SQL, MySQL, Power Query
- ✓ **Data Manipulation & Programming:** Excel, Python (Pandas, NumPy, Matplotlib, Seaborn)
- ✓ **Data Engineering & Modeling:** ETL, Data Modelling
- ✓ **Advanced Analytics:** DAX
- ✓ **Business Intelligence Tools:** Power BI
- ✓

## PROJECT Experience:

### Myntra Fashion Report – [Power BI]

- Created a Power BI report for Myntra Fashion with sales and order KPIs, geographical analysis, and product performance.
- Enabled enhanced decision-making, targeted marketing strategies, and inventory optimization.
- Delivered insights that facilitated quick and informed business decisions.
- Achieved a 10% growth in sales and improved resource allocation efficiency.

### Adventure Works - [Power BI]

- Developed a comprehensive BI solution for AdventureWorks using Power BI Desktop, transforming raw data and building a relational data model.
- Designed an interactive dashboard to visualize KPIs and analyze regional performance, product trends, and high-value customers.
- Enhanced the company's ability to monitor performance and respond to market changes effectively.
- Contributed to a 10% increase in business growth.

### Amazon Sales Analysis – [SQL Workbench]

- Conducted comprehensive sales, product, and customer analysis for Amazon using SQL Workbench, utilizing data wrangling and feature engineering.
- Performed exploratory data analysis (EDA) to identify sales trends and factors impacting performance.
- Developed data-driven strategies that significantly boosted sales performance.
- Resulted in a 15% increase in sales and enhanced customer satisfaction.

### Pizza Sales - [Excel| SQL]

- Developed a comprehensive pizza sales dashboard in Excel using pivot tables, VLOOKUP, HLOOKUP, and INDEX-MATCH functions.
- Analyzed sales data across three countries, identifying trends and best/worst-selling pizzas.
- Implemented dynamic data interaction for deeper analysis through pivot table functionalities.
- Led to a 15% increase in sales and optimized inventory strategies.

## Education and Certification:

B.Com