

Parijat Prasun

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About:

Motivated Data Analyst skilled in SQL, Power BI, Excel, and Python. Recently completed a Data Science course at OdinSchool, working on projects like Swiggy Sales_, Myntra Sales, Amazon Sales, Excel Dashboard And More. 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:** Advance Excel (VLOOKUP, HLOOKUP, INDEX-MATCH, PIVOT TABLE, DASHBOARD), Python (Pandas, NumPy, Matplotlib, Seaborn)
- ✓ **Data Engineering & Modeling:** ETL, Data Modelling
- ✓ **Advanced Analytics:** DAX
- ✓ **Business Intelligence Tools:** Power BI

PROJECT Experience:

Swiggy Sales Report – [Power BI]

- Developed a comprehensive Power BI report for Swiggy, focusing on geographical orders and restaurant performance.
- Created three detailed report pages: Executive Report for key metrics, Geographical Map for visualizing order density, and Restaurant Analysis for identifying top food items and highly rated restaurants.
- Utilized advanced data visualization techniques to deliver actionable insights, enhancing business decision-making and operational efficiency.
- Enabled Swiggy to understand market trends, optimize restaurant performance, and improve customer satisfaction.

Myntra Fashion Report – [Power BI]

- Build 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.
- Potential impact: a 10% growth in sales and improved resource allocation efficiency.

Maven Market - [Power BI]

- Created a BI solution for Maven Market, covering the entire BI workflow from data connection to interactive report design.
- Built a relational data model, added calculated fields, and created an interactive dashboard to visualize KPIs, regional performance, and sales trends across Canada, Mexico, and the United States.
- Delivered actionable insights that enhanced decision-making and improved operational efficiency, leading to a potential 25% 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.
- Potential impact: an 18% increase in sales and enhanced customer satisfaction.

Pizza Sales - [Excel | SQL]

- Make a comprehensive pizza sales dashboard in Excel using pivot tables, VLOOKUP, HLOOKUP, and INDEX-MATCH functions.
- Implemented dynamic data interaction for deeper analysis through pivot table functionalities.
- Led to a potential 19% increase in sales and optimized inventory strategies.

Education and Certification

- **B.Com - Patna University**
- **Data Science Certification - [OdinSchool](#)**

