Parijat Prasun

| parijatprasun0@gmail.com | **LinkedIn** | **GitHub** | **Portfolio** | **YouTube**

About:
I'm a 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

- Accenture (POC): 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

- Tata Forage Project: 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.
- **Impact**: 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.
- **Impact**: 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.
- **Impact**: 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.
- **Impact**: 15% increase in sales and optimized inventory strategies.

Education and Certification:
B.Com