Parijat Prasun

parijatprasun0@gmail.com | LinkedIn | GitHub | Portfolio |YouTube |6200401491

About:

Motivated Data Analyst skilled in SQL, Power BI, Excel, and Python. Recently completed a Data Science course at OdinSchool, working on projects like YouTube Sentiment Analysis, Sales Analysis, Maven Reports, and Amazon Analysis. 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]

- 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.
- 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.
- Improved the company's ability to monitor performance and respond to market changes, contributing to a 20% business growth.

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 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.
- Resulted in a 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 19% increase in sales and optimized inventory strategies.

Education and Certification:

B.Com