

PRADHYUM UPADHYAY

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PROFESSIONAL SUMMARY

- Data Analyst with 5+ years of experience in analyzing, cleaning, and transforming data to extract actionable insights and build interactive dashboards. Currently working at HASPR LLP in Indore, specializing in user behavior analytics, workflow automation, and dashboard development using Power BI, SQL, and Excel.
 - Skilled in transforming raw datasets into business-ready insights, creating automated reporting systems, and collaborating closely with stakeholders to support data-driven decision making.
 - Experienced in end-to-end BI workflows including requirement gathering, data modeling, ETL preparation, KPI design, and visualization.
 - Passionate about business intelligence, data storytelling, Python-based analysis, and modern data tools.
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TECHNICAL SKILLS

Data Analysis & Visualization

Power BI, Dashboard Development, KPI Reporting, Data Modeling, Visualization Design

SQL & Database Tools

MySQL, SQL Queries, CTEs, Subqueries, Joins, Window Functions, Aggregations, ETL Preparation

Excel & Reporting

Advanced Excel, Pivot Tables, VLOOKUP, INDEX-MATCH, Automation, Data Cleaning, Reporting

Soft Skills

Communication, Teamwork, Stakeholder Collaboration, Presentation Skills, Documentation

PROFESSIONAL EXPERIENCE

HASPR LLP, Indore

Data Analyst | April 2020 – Present

Project: Hyreme Job Search Platform

- Created dynamic Power BI dashboards to analyze job match success and optimize matching accuracy.
- Used SQL to extract and transform user engagement data, improving interaction metric analysis.
- Automated Excel workflows for notification and filtering systems to enhance user experience.
- Built trend dashboards for engagement, conversion, and platform activity insights.
- Implemented SQL-based data cleaning and validation processes to improve reporting quality.

Project: Automobile Management System

- Developed Power BI dashboards tracking user behavior, accessory purchase patterns, and inventory flow.
- Built an SQL-powered recommendation engine to improve accessory cross-sell opportunities.
- Analyzed inventory and sales data using Excel to optimize stock and improve sales efficiency.
- Created dashboards for inventory performance, user purchase insights, and forecasting.
- Streamlined reporting pipeline using SQL, Excel, and Power BI end-to-end.

Links: [\(Github\)](#) [\(Demo\)](#)

PROJECTS

Global Health Expenditure Dashboard — Power BI** — GitHub: [\(Demo\)](#)

- Imported, cleaned, and modeled global health expenditure data (2018–2020).
- Built DAX measures and relationships for drill-down metrics.
- Created interactive dashboards visualizing global spending patterns and KPIs.
- Integrated Power Query automation for refresh-ready reporting.
- Designed insights for policy and decision-making stakeholders.

IMDb Movies SQL Analysis — SQL & Dashboarding — GitHub: [\(Demo\)](#)

- Performed SQL analysis using CTEs, joins, window functions, and subqueries.
- Conducted release, genre, and rating analysis for multiple time periods.
- Built cleaned analytical datasets ready for dashboard visualization.
- Created dashboards (Power BI/Excel) to present insights from SQL outputs.
- Standardized and transformed tables to ensure analytical readiness.

PwC Switzerland – Power BI Job Simulation — GitHub: ([Demo](#))

- Designed KPI dashboards based on client requirements.
- Built gender-balance insight dashboards using DAX and Power BI modeling.
- Interpreted business requirements to produce actionable visual insights.
- Delivered multi-page dashboards with clean data models and drill-down flows.
- Demonstrated BI storytelling aligned with PwC's reporting expectations.

HR Analytics Dashboard – Power BI — GitHub: ([Demo](#))

- Conducted HR data analysis around attrition trends and employee metrics.
 - Created dashboards highlighting factors like age, tenure, education, and job role.
 - Cleaned and prepared HR datasets using Excel for Power BI modeling.
 - Built DAX measures for HR KPIs including retention, attrition, and tenure distribution.
 - Designed dashboards supporting HR decision-making and workforce planning.
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CERTIFICATIONS

Professional Certificate in Data Science — Newton School ([Certificate](#))

- SQL, Power BI, Advanced Excel, Python

Accenture North America – Data Analytics & Visualization Job Simulation ([Certificate](#))

Credential ID: S3cEoKwMZtsMYosZ2

Skills: Project Documentation, Acceptance Testing, Predictive Analytics

Cognizant – Artificial Intelligence Job Simulation ([Certificate](#))

Credential ID: fbHmHvk2qaxJ85AL9

Skills: Python, Project Planning

- Completed EDA in Python for Gala Groceries using Google Colab.
- Built ML-training Python module with performance metrics output.

PwC Switzerland – Power BI Job Simulation ([Certificate](#))

Credential ID: kqHECTk3ePZRpFnuM

Skills: Business Requirements, Power BI, Predictive Analytics, AI, Data Quality

Tata Group – Data Visualization Job Simulation ([Certificate](#))

Credential ID: Ap4Ka3QFiidvAiXoo

Skills: Documentation, Data Visualization, Executive Insights

Python 101 for Data Science – [CognitiveClass.ai](#) – (Certificate)

Credential ID: ebadc8cab33b40958da74805f4a63238

EDUCATION**

Bachelor of Commerce (Accounting)

Dr. Harisingh Gour Central University, Sagar | CGPA: 7.8/10

Intermediate (XII)

St. Mary's School, Sagar | 70.4%

Matriculation (X)

St. Mary's School, Sagar | 62%

EXTRA-CURRICULAR ACTIVITIES

Freelance Data Analyst (Upwork & Fiverr)

Delivered dashboard development, data cleaning, Excel automation, and reporting solutions for multiple clients.