# Suresh Shiv

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## SUMMARY

Results-driven **Business Analyst** with expertise in **SQL, Power BI (DAX), Python and business research tools**, Skilled in transforming raw data into actionable insights to drive business decisions. Proficient in web analytics, competitor analysis, data visualization, Strong analytical and problem-solving skills with expertise in sales research, customer segmentation and business intelligence.

## SKILLS:

**Languages**: Python, SQL, VBA

Libraries & Frameworks: Pandas, NumPy, Matplotlib, Seaborn

Tools: Power BI, Excel (Advanced formulas, pivot Tables, Power Query), Jupyter  Notebook, Google

Collab, Git

Cloud Computing: Basic knowledge of IaaS, PaaS, Storage, and Networking (Azure, AWS) Soft Skills:

Communication, Analytical skill, Leadership, Problem solving, Adaptability Business Intelligence &

Web Analytics: Google Ads, SEO, Competitor Analysis

## Education:

Punyashlok Ahilyadevi Holkar Solapur University, Solapur May - 2015  B.E in Electronics and

Telecommunication

   Percentage – 71.67%

## PROJECTS:

### Expense Tracker & Automation Tools - Excel VB

- Built user form- based Expense Tracker to categorize, sum, and visualize user-entered expenditures

- Developed macros to auto-fill sequences, remove blank rows, and save workbooks with dynamically   generated timestamps
- Practiced VBA fundamentals: loops, conditional statements, MsgBox simple UI integration • Demonstrated file automation, data cleanup, and user interaction—all within a concise Excel VBA-enabled  project


### Vrinda Store Data Analysis | Excel| Link April-2023

- Analysed the 2024 annual sales report Store Vrinda Share to identify trends, understand customer behaviour  and   generate actionable insights for increasing sales in the upcoming year.
- Cleaned and pre-processed raw data to ensure accuracy and consistency using Excel. • Performed data analysis to uncover key performance indicators, sales patterns, and customer demographics • Designed and developed an interactive dashboard to visualize data trends, enabling store manager to make  informed business decision and get 12% of profit.

### Movie sales Analysis |Power BI| Link
- Built an interactive Power BI Movie Sales dashboard to visualize budget, gross revenue, IMDb score, genre,   and director trends.
- Used complex parameters to drill down in worksheets and customize using filters and slicers. • Used different types of customized visualizations such as bar charts, pie charts, Donat charts, clustered bar  charts, slicers, etc.

• Using DAX found Action, Adventure, comedy and drama drive over 80% of total box office revenues.

## Analysis on E-commerce product (TVs) [Link](#)

EDA| SQL | Power BI

• Extracted and analysed 528 product data having 11 features from website using Beautiful Soup. • Performed data cleaning by handling 11% missing values and ensuring data consistency for accurate insights. • Market trend analysis-Understanding popular TV models having 4.1 rating and price trend. • Price comparison with different brands, Track price changes over the year between 2023 to 2025.

## Digital Music Store Analysis

• Analysed customer purchasing patterns Developed and executed SQL queries to analyse the Digital Music Store dataset addressing key business questions and providing actionable insights to the stakeholders. • and uncovered that around 60% of customers preferred playlists with diverse genres, leading to as customised product offering strategy.
  • Supported business growth by uncovering insights that informed marketing strategies and sales optimizations.

## Energy Consumption Analysis [Link](#)

• Designed a relational database to analyse energy, emission, GDP and population data. •
Wrote complex SQL queries to extract insights on energy efficiency and economic impact. •
Analysed trends across 6 interlinked tables and presented sustainability-focused insights.

## Publications

### Getting Started with Data Analysis: A Beginner's Guide" – Medium

Published a beginner-friendly blog introducing core data analysis concepts using Python and Excel. Explained data cleaning, exploratory data analysis (EDA), and visualization techniques with hands-on examples.

Well-received for its clarity and practical approach by students and aspiring analysts.

### "Uncovering Insights with SQL: Practical Queries for Data Analysts" – Medium

Authored a blog demystifying essential SQL concepts including joins, aggregations, subqueries, and window functions.

Used real-world scenarios to demonstrate data extraction and insight generation techniques. Appreciated by entry-level professionals for its applied, easy-to-understand SQL use cases.

## Certifications:

Gold in python programming (ID: M_101929) – Innomatics Research labs

Gold in Exploratory data Analysis (ID: M_102115) – Innomatics Research labs

Gold in Data Analysis with MySQL (ID: M_102071) & Gold in Power BI (ID:M_102167) - Innomatics Research labs

Deloitte Data Analytics job simulation certificate by Forage