

Professional Summary

Analytical and detail-oriented Data Analyst with a strong foundation in finance and accounting. Skilled in Power BI, SQL, Advanced Excel, and Tableau with proven experience in building interactive dashboards, data models, and financial reports. Certified in Indian & Foreign Accounting with expertise in GAAP, IFRS, and regulatory compliance. Adept at translating business needs into data-driven insights to support decision-making. Seeking a role to contribute to data analytics, audit support, and financial advisory services.

Education

Bachelor of Commerce (B. Com), Finance – Kerala University (2021–2024)

Diploma in Accounting (Indian & Foreign Accounting) – The Institute of Accountants & Book-Keepers (2023–2024)

Key Projects

CRM Sales Dashboard | Power BI | Rows & Columns

- Designed and developed an interactive dashboard for sales performance tracking and pipeline management.
- Applied DAX calculations to measure sales KPIs, conversion rates, and regional trends.
- Reduced manual reporting time by 40% through automation and self-service BI features.
- Created data models and calculated columns for trend and performance analysis.

Email Marketing Analytics Dashboard | Power BI | Rows & Columns

- Developed a comprehensive Power BI dashboard to analyze multi-dimensional email campaign performance, tracking key metrics including bounce rate, click-through rate (CTR), unsubscribe rate, and conversion rate.
- Identified top-performing campaigns and customer segments by leveraging interactive filters and visualizations, enabling targeted marketing strategy improvements.
- Conducted geographic analysis to pinpoint high-engagement regions and areas needing campaign optimization.

Core Competencies

- Data Analytics & Visualization: Power BI, Tableau, Advanced Excel
- Database Management: SQL for querying and reporting
- Financial Reporting & Accounting: Ledger, journal entries, income statements, balance sheets, cash flow
- Regulatory Compliance: GAAP, IFRS, Taxation (India)
- Tools: Tally Prime, QuickBooks, MS Office Suite (Excel, Word, PowerPoint)
- Soft Skills: Communication, teamwork, adaptability, problem-solving

Certifications

Tally Essential Comprehensive Certification – Tally Education Pvt. Ltd.

Certified Data Analyst (Power BI, SQL, Tableau, Advanced Excel)

Personal Details

Nationality: Indian

Languages: English, Hindi, Malayalam

License: Valid Indian Driving License