Data Analyst/ Business Analyst

RAJU SAU

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Skills

- SQL (MySQL)
- Python (Pandas, NumPy, SciPy, MatPlotLib)
- Tableau
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- Microsoft Azure (DataBricks, Azure Data Lake, Azure Data Warehouse)
- PySpark
- Microsoft Power BI

Projects

FINANCIAL TRANSACTIONS ANALYSIS – ADVANCED SQL PROJECT April 2023

- Developed a comprehensive **SQL**-based system to analyze financial transactions, focusing on **trend identification** and **fraud detection**.
- Engineered complex **SQL** queries to aggregate data, compute financial **metrics**, and create insightful reports.
- Implemented **data aggregation**, **filtering**, and advanced **joins** to streamline reporting and improve data accuracy.
- Optimized query performance through **indexing** and query restructuring to handle large datasets efficiently.

RETAIL SALES INSIGHTS DASHBOARD – SQL & TABLEAU PROJECT February 2023

- Combined **SQL** and **Tableau** to create an interactive dashboard for analyzing retail sales, utilizing SQL for data **extraction** and **transformation**.
- Designed and developed Tableau **visualizations** to display sales trends, product performance, and regional comparisons with **dynamic filters**.
- Enabled detailed **data exploration** through interactive elements and drill-down capabilities.
- Ensured real-time data updates by integrating SQL-based dynamic data sources with **Tableau dashboards**.

CUSTOMER CHURN PREDICTION MODEL – PYTHON PROJECT April 2024

- Developed a **Python**-based predictive model to forecast customer **churn** for a subscription service, employing **classification** algorithms such as **Logistic Regression** and **Random Forest**.
- Utilized data preprocessing, model training, and evaluation techniques to identify at-risk customers and inform retention strategies.
- Visualized model performance and feature importance using **Matplotlib** and **Seaborn** to present actionable insights.
- Deployed the model in a **Flask**-based web application for real-time **churn** predictions and recommendations.

DATA INTEGRATION AND ANALYSIS PIPELINE FOR E-COMMERCE – SQL & PYTHON PROJECT May 2024

- Designed and implemented an automated data **pipeline** integrating **SQL** and **Python** to process and analyze e-commerce data from multiple sources.
- Developed Python scripts for **ETL** processes, including **data extraction, transformation, and loading**, with SQL for data management.
- Generated automated reports and visualizations to provide insights into e-commerce performance.
- Created a dashboard using Python libraries to present key metrics and trends, enhancing data-driven decision-making.

Education

BACHELOR OF TECHNOLOGY IN COMPUTET SCIENCE ENGINEERING – Lovely Professional University – Phagwara, Punjab
Majors: Business Analytics, Operations and Supply-chains Management, International Business