

# RIMPA MANDAL

West Bengal, India | Contact no: 7449840604 | Email me: [rimpamandal786@gmail.com](mailto:rimpamandal786@gmail.com) | [LinkedIn](#) | [Project Portfolio](#)

## PROFESSIONAL SUMMARY

Aspiring Data Analyst with expertise in Power BI, SQL, and data storytelling. Proficient in Power Query (M), DAX, and data modelling to create impactful visual reports. Strong communicator with experience collaborating in cross-functional teams to deliver data-driven insights.

## EDUCATION

- Bachelor of Science, University Of Calcutta (2020 – 2023)  
CGPA: 7.95 | Subjects: Economics, Statistics, Geography, Education
- Higher Secondary (12th Standard) – Sheoraphuli Surendranath Vidyaniketan (2020)  
Percentage: 88
- Secondary (10th Standard) – Sheoraphuli Surendranath Vidyaniketan (2018)  
Percentage: 55.7

## SKILLS

- Data Analytics: SQL, Power BI, Tableau, Advanced Excel, Python, **Stakeholder Communication, Report Writing, Team Collaboration**
- Data Processing: Power Query (M), DAX, Data Cleaning, ETL, Data Modeling
- Visualization & Insights: Dashboarding, Data Storytelling, KPI Analysis

## INTERNSHIP EXPERIENCE

Data Analyst Intern | Main Flow Services & Technologies Pvt. Ltd., Remote Sep 2024 – Oct 2024

### Key Achievements:

- Streamlined** business operations by conducting in-depth data analysis, leading to a **15% efficiency boost**.
- Designed** and **developed** interactive Power BI dashboards to track project KPIs, enabling **100% on-time project delivery**.
- Collaborated with cross-functional teams to develop Power BI dashboards, ensuring clear and actionable insights for stakeholders.
- Delivered data-driven insights through presentations and reports, improving process efficiency by 15%.

Tools Used: Power BI (Desktop & Service), DAX, Power Query, SQL, Python

## PROJECTS

- Accenture Client Retention & Growth Analytics** | *MySQL & Power BI* | [\[Live Dashboard Link\]](#) | [Project Repository](#)
  - Created a **custom dataset** to analyze **client retention, churn trends, and revenue impact**.
  - Worked closely with teams to develop interactive dashboards, uncovering **high-risk contract durations, churn influencers, and industry trends**. Communicated findings through reports and presentations to enhance decision-making.
  - Applied **Power Query** for **data transformation** and **DAX** for **advanced calculations**, enhancing **insight generation**.
- Kickstarter Crowdfunding Campaign Analysis** | *Power Query & Power BI* | [\[Live Dashboard Link\]](#) | [Project Repository](#)
  - Analyzed crowdfunding trends** to identify **success factors, funding duration, and location-based performance**.
  - Found that **21-day campaigns** had the **highest success rate (58.73%)**, optimizing **future campaign strategies**.
  - Used **Power Query** for **cleaning** & **DAX** for **calculations**, creating **interactive reports with filters & visualizations**.
- Adventure Works Cycles Sales Insights** | *Power Query & Power BI* | [\[Live Dashboard Link\]](#) | [Project Repository](#)
  - Analyzed 84,000+ sales orders**, identifying **key customer segments & product performance trends**.
  - Built **4 dashboards** (Ideal Customer Profile, Product Performance, Return Insights, Growth Trends).
  - Implemented **DAX** for **KPIs** (Total Revenue, Returns %), improving **report clarity**.

## VIRTUAL INTERNSHIPS | FORAGE

- Accenture – Data Analyst | Social Media Analytics & Strategy** | *Power BI & Excel* | [Link](#) July, 2024
  - Transformed** raw data from **7 datasets** into **meaningful insights**, identifying audience engagement patterns and content trends.
  - Developed** a strategy to optimize content performance, leveraging Power BI dashboards and KPI analysis. **Synthesized** findings into a **PowerPoint deck and video presentation**, enhancing clarity for stakeholders.
  - Implemented** data cleaning techniques in **Excel** and **visualized trends** using Power BI.
- TATA – Business Insights & Data Visualization | Retail Revenue Analysis** | *Advanced Excel & Tableau* | [Link](#) April, 2024
  - Engineered** interactive dashboards to uncover revenue trends and guide executive decision-making. **Optimized** reporting by structuring data models, improving analytical efficiency by **20%**.
  - Orchestrated** key discussion points for executive meetings, ensuring data-driven strategic planning. **Leveraged** Power BI & Tableau to communicate complex insights with clarity.

## CERTIFICATIONS

- Diploma in Information Technology Application, YOUTH COMPUTER TRAINING CENTRE, 2020**

**Declaration:** I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.

Date: 01-04-2025

Place: Serampore, Hooghly

(Rimpa Mandal)