

Lauki Laal

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“Power BI user group member” “First Rank – Datathon-2021, Banana University”

EDUCATION

The Banana University, New York.

Masters in Data Analytics

Spring 2021

VIT Vellore, India.

June 2015

B.E., Computer Science

SKILLS

Analytical Tools: Power BI, Advanced Excel

Programming Languages: SQL, HTML, CSS

Database: MySQL, Microsoft SQL Server

Core Competencies: Communication - Secretary of Toastmasters club. Presentation Skills: Spoke at PyData (2021)

PROJECTS

Sales Insights – Brick & motor business [Power BI | SQL]

- Designed a Power BI dashboard to understand AtliQ hardware goods sales trend.
- The final dashboard was effective at displaying the sales trend of AtliQ hardware, allowing users to understand the data and make informed decisions.
- This dashboard could help in increasing the revenue at least by 7% in the next quarter.

T20 world cup cricket data analytics – Cricket Analysis [Python | Web scrapping | Pandas | Power BI]

- Created a Power BI report to identify top 11 players for a T20 cricket team by scraping data from espnricinfo with a Brightdata website tool, cleaning and transforming the data with pandas, and evaluating various player performance metrics.
- Used the resulting Power BI dashboard to select players for various categories (openers, middle order/anchors, finishers, all-rounders, specialist fast bowlers) and ultimately choose the top 11 players to play in the match.
- Selected team using the Power BI dashboard has 90% of chances to win the game.

HR Data analytics – HR Domain [Power BI | Excel]

- Designed a Power BI dashboard to track employee data for the HR team, including working hours, attendance, performance, and leaves. The dashboard streamlined HR processes and increased efficiency.
- This Dashboard can save 3-4hrs of work for the HR daily.

Revenue insights in hospitality domain – Cricket Analysis [Power BI | Excel]

- Atliq Grands noticed a loss in their market share and revenue over a few months. To understand the cause of this loss, they needed a way to analyze this. I created a dashboard in Power BI using three months of data.
- With the created dashboard, Revenue team of Atliq Grands were able to gain insights about their revenue trend. This could help in regaining their revenue and market share by 20% in the next month.

Supply chain data analytics – FMCG domain [Power BI | Excel]

- Built a Power BI dashboard covering different KPIs (on-time delivery (OT) %, in-full delivery (IF) %, and on-time in full (OTIF) %) to track service levels of business at AtliQ Mart, a FMCG manufacturer. The dashboard allowed AtliQ Mart to identify and address issues with key customers before expanding their business.
- This Analysis can potentially save 20% of their investment to the expansion.

Business 360 - Brick & motor and e-commerce [Power BI | SQL | Excel | Dax Studio]

- Built a Power BI dashboard to analyze AtliQ hardware's sales trends over the globe by gathering data from Excel/CSV files and a SQL database, creating a data model and visualizations in Power BI, and optimizing the report with DAX studio.
- The dashboard helped AtliQ hardware understand different department's sales trends and make data-driven decisions. This project could increase the revenue by 10% and reduce data related expenses by 20%.