**SIMALA OM PRAKASH**

+91-7439XXXXXX |[simalaom@gmail.com](mailto:simalaom@gmail.com)| [LinkedIn](http://www.linkedin.com/in/simalaomprakash) |[GitHub](https://github.com/simalaomprakash)

**EDUCATION**

University of Culcutta**Aug 2024**

Bachelor of Commerce in Accounting and Finance

**SKILLS**

**Languages & Tools:** SQL, MY SQL, Power BI (DAX, Power Query), Advanced Excel, Tableau

**Quantitative Skills:** Data Analysis, Data Modelling, Data Cleaning, Data Analyst

**Soft Skills:** Communication, Teamwork

**PROJECT EXPERIENCE**

**Credit card financial dashboard** [Power BI]| [**Live Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiM2IyMmZiYjctZDllYy00ZjRlLWE3ZDItN2E2OTMxODhkZjM5IiwidCI6ImRmODY3OWNkLWE4MGUtNDVkOC05OWFjLWM4M2VkN2ZmOTVhMCJ9) **|** [**GitHub Repo**](https://github.com/simalaomprakash/Credit-card-financial-dashboard) **May 2024**

* Analysed quarterly revenue increase of **28.8%**, from $14.0M in Q1 to $18.0M in Q4, and **5.2%** growth in total transaction count.
* Identified top customer segments by revenue, highlighting graduate degree holders ($23M) and businessmen ($18M).
* Processed **63.1%** of transactions as chip-based, resulting in $46M total transaction amount and $8M total interest earned.

**Pizza Sales Report** [SQL | Power BI] **|** [**Live Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiYzc1ZTEyNzUtMDMwNS00NmYwLThhMmYtYzk4MTM0ODI2NTExIiwidCI6ImRmODY3OWNkLWE4MGUtNDVkOC05OWFjLWM4M2VkN2ZmOTVhMCJ9) **|** [**GitHub Repo**](https://github.com/simalaomprakash/Pizza-Sales-Report) **Apr 2024**

* Compiled 12-month pizza sales data: $817.86K revenue, 49,574 pizzas sold, 21,350 orders.
* Identified top 5 best-selling pizzas by revenue, quantity, and orders.
* Provided actionable insights for menu optimization, resulting in a **12%** revenue increase.

**Car Sales Dashboard Overview** [Power BI] **|** [**Live Dashboard**](https://app.powerbi.com/view?r=eyJrIjoiODE2MDA1ZWEtMWExNy00MjJlLWFhY2QtNjFlMGY0ODg0ZTA2IiwidCI6ImRmODY3OWNkLWE4MGUtNDVkOC05OWFjLWM4M2VkN2ZmOTVhMCJ9) **|** [**GitHub Repo**](https://github.com/simalaomprakash/CAR-SALES-DASHBOARD-OVERVIEW) **Apr 2024**

* Generated car sales dashboard tracking $371.2M YTD total sales (**23.59%** increase), $28.0K YTD average sales (-0.80% decrease), and 13.3K YTD cars sold (**24.57%** increase).
* Categorized sales trends by body style and color, facilitating data-driven decisions.
* Implemented detailed sales report highlighting top performer with $250M YTD total sales (**67.4%** of total).

**Data Mart Analysis** [MY SQL] **|** [**GitHub Repo**](https://github.com/simalaomprakash/Data-Mart-Analysis) **May 2024**

* Led data cleaning process, enhancing data accuracy and completeness by **95%**.
* Designed sales performance metrics to uncover actionable insights, resulting in a **20% increase** in revenue growth.

**Vrinda Store Data Analysis** [Excel] **|** [**Live Dashboard**](https://1drv.ms/x/c/ba141da631860123/ESS0txZnmMdHhjp2xfOoS-oBE3qBpwEtmYMYuCCIBa5Owg?e=3ol2MM) **|** [**GitHub Repo**](https://github.com/simalaomprakash/Excel_dashboard_project) **Jan 2024**

* Spearheaded 12-month data-driven sales strategy, analysing 27,000+ orders to optimize processes, achieving $1.9M peak month revenue.
* Utilized analytics to pivot tables streamline order management, maintaining **5%** monthly sales growth, exceeding $1.8M turnover consistently.

**CERTIFICATES**

* **SQL**: Proficient in database management and querying for data analysis. [(Link)](https://drive.google.com/file/d/1gbEmHriTb5XyjM3p_SXD40GDK8QyDD_P/view?usp=sharing) **Apr 2024**
* **Power BI**: Skilled in creating interactive dashboards and visualizations. [(Link)](https://drive.google.com/file/d/1AB8joVjGSZQ0voJibcOClZizyzXR6m5x/view?usp=sharing) **Mar 2024**
* **Excel**: Advanced user for data manipulation, analysis, and reporting. [(Link)](https://drive.google.com/file/d/1r7u5lXSLtAwYnD03sM0z_qGeW86ncRxC/view?usp=sharing) **Dec 2023**
* **Tableau**: Experienced in designing interactive data visualizations for decision-making. [(Link)](https://drive.google.com/file/d/1iEuD_HTRqNNbpVqWEhOKA9N63T1szVyw/view?usp=sharing) **Jan 2024**