

# SNEHAL DESAI - Data Analyst

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## PROFILE SUMMARY

Results-driven Data Analyst with **2.8 years of industry experience** in analytics, reporting, and business intelligence. Demonstrated **hands-on exposure** to Power BI, SQL, Excel, Tableau, and Python for building insight-driven dashboards and analytical solutions. Strong background in ETL workflows, data modeling, KPI tracking, and data validation. Proven ability to interpret complex datasets into meaningful insights that support strategic planning and operational efficiency. Adept at collaborating with stakeholders to deliver automated, scalable, and performance-optimized reporting solutions.

## SKILLS

- **Business Intelligence & Visualization:** Power BI, Tableau, Dashboard Development, Visual Analytics
- **Data Processing & Engineering:** ETL Processes, Data Preparation, Data Validation, Data Integration
- **Analytics & Querying:** SQL, DAX, Advanced Excel, Trend Analysis, Statistical Analysis
- **Programming & Analysis:** Python (Pandas, NumPy, Matplotlib, Seaborn)
- **Tools & Platforms:** Git, VS Code, SSMS, Postman, Jupyter Notebook
- **Business Concepts:** KPI Tracking, Data Modeling, Reporting Automation, Stakeholder Communication, Business Requirements Analysis, Agile Methodology

## WORK EXPERIENCE

### Data Analyst | Cognizant Technology Solutions (CTS) | December 2021 - July 2024

- Processed and examined structured and unstructured datasets to extract insights into operational performance.
- Collaborated with business stakeholders to define metrics, align analytical objectives, and present strategic recommendations.
- Architected enterprise-grade Power BI reports with advanced DAX calculations, enhancing data accuracy by **25%**.
- Streamlined SQL queries and database design, cutting execution time by **~30%**.
- Introduced automation in reporting workflows, accelerating delivery cycles by **40%**.
- Standardized BI components to enable scalability and consistent visual storytelling across projects.
- Leveraged Power BI, SQL, Python, and Excel to deliver impactful reporting for leadership teams.

## PERSONAL PROJECTS

### 1. Financial Complaints Analysis

Power BI, DAX

#### Roles & Responsibilities:

- Examined structured and unstructured complaint records to identify systemic issues and workflow gaps.
- Deployed interactive dashboards offering real-time visibility into complaint volumes, resolution cycles, and backlog status.
- Formulated DAX-driven KPIs including closure ratios, turnaround duration, and open-case tracking.
- Elevated tracking precision by **30%** and shortened resolution timelines by **15%**.
- Generated operational insights to improve service delivery and regulatory adherence.

### 2. Pizza Sales Analysis

Power BI, Python, SQL

#### Roles & Responsibilities:

- Conducted end-to-end analysis of sales datasets to identify revenue distribution and customer

purchase behavior.

- Produced analytical dashboards highlighting revenue patterns, order values, and product performance.
- Enabled outlet-wise and product-wise exploration using drill-through and interactive slicers.
- Recognized top-performing outlets contributing nearly **35%** of total revenue
- Supported pricing and promotional strategies, boosting targeted sales by **15%**.

### 3. IPL Performance Analysis(2008-2025)

Power BI, DAX

#### Roles & Responsibilities:

- Performed multi-season data evaluation to assess team consistency and player effectiveness.
- Crafted performance metrics using DAX such as strike rate efficiency, bowling economy, and match impact.
- Visualized comparative trends across batting, bowling, and match outcomes.
- Identified key performers influencing approximately **40%** of match wins.

### 4. Uber Trip Analysis

Power BI, Python, SQL

#### Roles & Responsibilities:

- Executed comprehensive analysis of ride-hailing datasets to uncover demand fluctuations and usage patterns.
- Extracted and examined data using SQL queries and Python exploratory techniques.
- Consolidated transformed datasets into Power BI for structured reporting.
- Delivered insights supporting operational planning and efficiency improvement initiatives.
- Reduced idle driver duration by ~**20%** through data-backed operational insights.
- Strengthened service reach and customer satisfaction by **15%**.

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## EDUCATION

Bachelor of Engineering (Computer Engineering), Dr. Daulatrao Aher Engineering College, Karad

2021

Higher Secondary Certification Examination, Yashwantrao Chavan College Of Science, Karad

2017

Secondary School Certification Examination, Lahoti Kanya Prashala, Karad

2015

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## CERTIFICATIONS

- Power BI for Beginners – Simplilearn / SkillUp (Microsoft)
- Python with Data Analysis – Vihara Tech
- Microsoft Excel Data Analysis: Become a Data Analysis Expert – Udemy
- Professional Certificate in SQL and SQL for Data Analysis – Udemy