PERSONAL INFORMATION

Name : Sonia Verma
Email ID : soniavermagfd@gmail.com
Mobile No : 7027081206
Designation : Data Analyst

TECHNICAL SKILLS

- Skilled in using **Power BI** to build interactive **dashboards**, **clean and transform data**, and create effective **data models**.
- skills in **MySQL**, including writing SQL queries that utilize **joins**, **subqueries**, **window functions**, and **common table expressions (CTEs)**. Capable of applying these techniques to effectively analyze and retrieve data from relational databases. SQL for data extraction and manipulation
- Skilled in **programming languages Python for data cleaning**, including tasks such as handling missing values, removing duplicates, and transforming data. Proficient in utilizing libraries like pandas to preprocess and prepare data for analysis and visualization.
- Skilled in **data visualization** using tools such as Power BI with a strong ability to create clear and compelling charts and graphs that effectively communicate insights and trends.
- **Excel** for data cleaning and analysis
- Skilled in using **Pandas for data cleaning**, including tasks such as **handling missing values**, **handling duplicates**, and **transforming data** to ensure accuracy and readiness for analysis
- Skilled in using NumPy for numerical data analysis
- Skilled in using **Matplotlib** for crafting a variety of visualizations, such as line plots, histograms, and scatter plots, to clearly present data and reveal actionable insights.
- **Seaborn** for creating sophisticated statistical visualizations, such as heatmaps, pair plots, and distribution plots, to provide deeper insights and enhance data interpretation.
- Ability to work with **large datasets** and data cleaning techniques

SOFT SKILLS

- Strong **analytical and problem-solving skills**, capable of analyzing complex issues and implementing effective solutions
- Good **critical thinking** skills, adept at evaluating information, identifying patterns, and making informed decisions
- Good **Communication** skilled at conveying complex information clearly and collaborating with teams to achieve goals

Project 1 (blinkit Analysis by Power BI)

Objective	Created a dynamic dashboard in **Power BI** to visualize sales performance, outlet distribution, and customer ratings for Blinkit, an Indian e-commerce app.
Dashboard Highlights	**Filter Panel**: Allows to filter data by outlet location, size, and item type for dynamic insights. **KPIs**: Displayed key metrics such as total sales ($1M), average sales ($141), number of items sold (7060), and average customer rating (3.9). **Sales Breakdown**: Provided a detailed breakdown of sales based on fat content, outlet size, item type, and outlet location. Included comparisons of low-fat vs. regular items and highlighted total sales for each category

	Outlet Performance: Visualized outlet establishment growth over time (from 2010 to 2020) with key financial milestones, along with outlet size distribution and location-based sales performance. **Detailed Outlet Insights**: Compared different outlet types (Supermarket Type 1, Type 2, and Grocery Store) on various metrics, including sales, number of items, average sales, ratings, and item visibility.
Technologies Used	Power BI (dashboards, **cards**, matrices), **data modeling**, and DAX calculations for **KPI** generation and dynamic filtering.
Outcome	The dashboard enabled better decision-making for sales and outlet optimization by providing clear, actionable insights into outlet performance, sales distribution, and customer preferences

Project 2 (Music Store Data Analysis by MYSQL)

Objective	Analysis of a music store's sales data using SQL to provide insights into customer purchasing behavior, track inventory, and optimize sales strategies.
Key Tasks	**Sales Analysis**: Queried and analyzed transaction data to determine the best-selling albums, genres, and artists, helping to optimize inventory and promotional strategies. **Customer Insights**: Identified customer segments based on purchase frequency, order value, and preferred genres to tailor marketing efforts. **Revenue Trends**: Created queries to track monthly and yearly sales trends, helping management understand peak periods and forecast future demand.
Tools & Technologies	**Aggregate functions** (SUM, AVG), **window functions** (RANK, ROW_NUMBER), and **joins** (INNER JOIN, LEFT JOIN) to combine data from multiple tables.
Outcome	Provided actionable insights that helped the store streamline its inventory, enhance customer targeting, and boost overall revenue through data-driven decisions.

Project 3 (Data Cleaning by Python)

Objective	**Cleaned and preprocessed data using Python (Pandas)** to ensure data quality and consistency for analysis.

Key Tasks	**Handled Missing Data**: Identified and dealt with missing values through imputation and removal to maintain data integrity. **Duplicates Removal**: Applied methods to identify and eliminate duplicate records for improved dataset reliability. **Standardized Formats**: Cleaned inconsistent date formats, standardized text, and removed unwanted characters (e.g., special symbols). **Data Type Conversion**: Converted data types (e.g., text to date, string to integer) to ensure proper data structure for analysis and modeling.
Tools & Technologies	Python **(Pandas)** for data manipulation and **Jupyter Notebook** for organizing and documenting the cleaning process.
Outcome	Enhanced data quality and ensured the dataset was analysis-ready, leading to more reliable and accurate insights for subsequent analysis.

Portfolio

EDUCATION

- B.A (Bachelor of Arts) Completed from **MDU** with A Grade.
- . Senior Secondary completed from **HBSE** with A Grade.
- Secondary school completed from **NIOS**

LANGUAGES

- English
- Hindi