

Strong analytical skills with 7 months of internship and personal projects, I helped to transform raw data into actionable insights by creating multiple dashboards using power bi and tableau. Developed and presented reports with business insights to help drive internal decisions. passionate to collaborate with stakeholders to understand their business problems and to deliver productive results which enable them to take smart and agile decisions.



**SRINATH KV**

**SKILLS:** **Analytical Tools** - Power BI, Tableau, Excel | **Database** - MY SQL

**CERTIFICATIONS:** [Data Analyst Certification](#) | Excelr Solutions – Bangalore

[Ai Variant Internship](#) – Bangalore

[Certificate Of Appreciation](#) - Provide Insights to Management in Consumer Goods Domain

## PROJECTS

1

*Power BI - Revenue insights in hospitality domain*

2

*MY SQL - Provide Insights to Consumer Goods Domain*

3

*Adventure Works Cycle – Ai Variant- Data Analyst Intern*

4

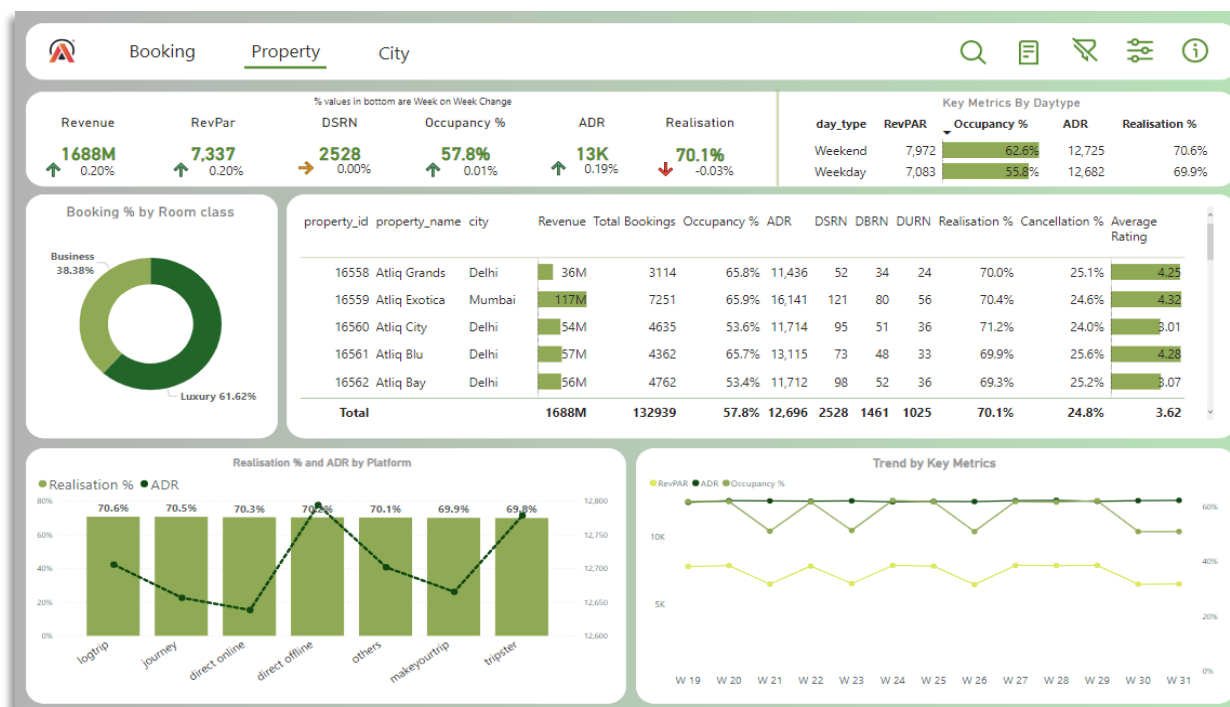
*Business Insights 360 – Brick & Mortar and E-commerce*

## **Power BI**

### **Revenue Insights for AtliQ Grands - Hospitality domain**

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years. Due to strategic moves from other competitors and ineffective decision-making in management, AtliQ Grands are losing its market share and revenue in the luxury/business hotels category. As a strategic move, the managing director of AtliQ Grands wanted to incorporate “Business and Data Intelligence” to regain their market share and revenue

Their revenue management team had decided to hire a 3rd party service provider to provide them with insights from their historical data.



- To increase the **Market share** and **revenue** of Atliq grands incorporate business and data intelligence to make decisions.
- Connected **Power BI** with Excel to import ~ 1.4 million records. Built data modelling to create calculated columns and dax measures.
- Implemented necessary kpi's and charts to track wow % change , mom % change, revenue, revpar, adr, occupancy %, realization %, rating.
- Designed a dashboard to revenue team consist of booking, property, city view which will helps them to improve revenue, occupancy% and rating

## KEY INSIGHTS



Booking

Property

City



Revenue

Total Successful

Total Cancelled

Total No Show

Total Checked Out

Average Rating

Key Metrics By Daytype



1.To begin, the platform has a solid booking percentage of 48.89, with a revenue of 690 million. The accommodation class booking percentage "elite" shares 33 to 40 on each platform, followed by standard with 28 to 33%.

2.When comparing ADR by platform, the offline booking platform often has higher ADR than the online booking platform. It clear that the online platform does not prioritise their own website discounts and promotions. For example, by purchasing a package with promotion coupons , the other customers will receive a particular amount of price reduction by using within their family or friends. They may also provide a discount when purchasing through their website.

3.In terms of monthly percentages, all platforms saw decreased revenue in June and gradually began to earn revenue in July on platforms "others - 0.03%", "travel - 1.83%", and "direct online - 4.54%".

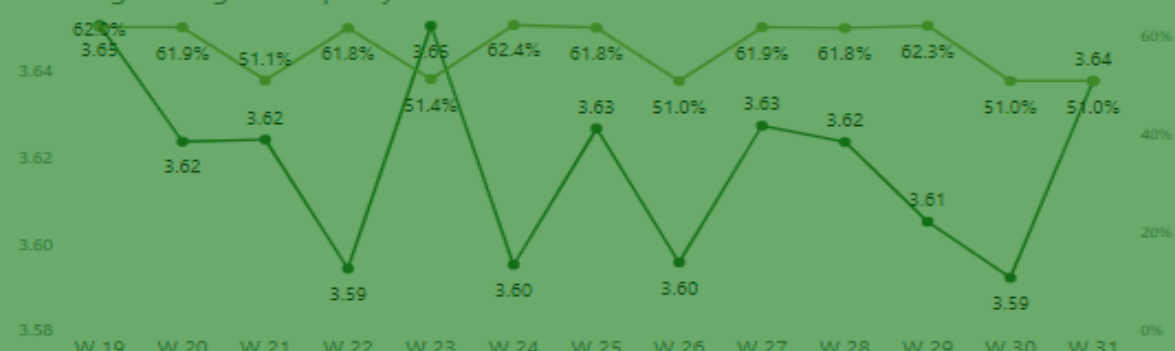
Realisation % and ADR by Platform

● Realisation % ● ADR



Trend by Key Metrics

● Average Rating ● Occupancy %



## KEY INSIGHTS



Booking

Property

City



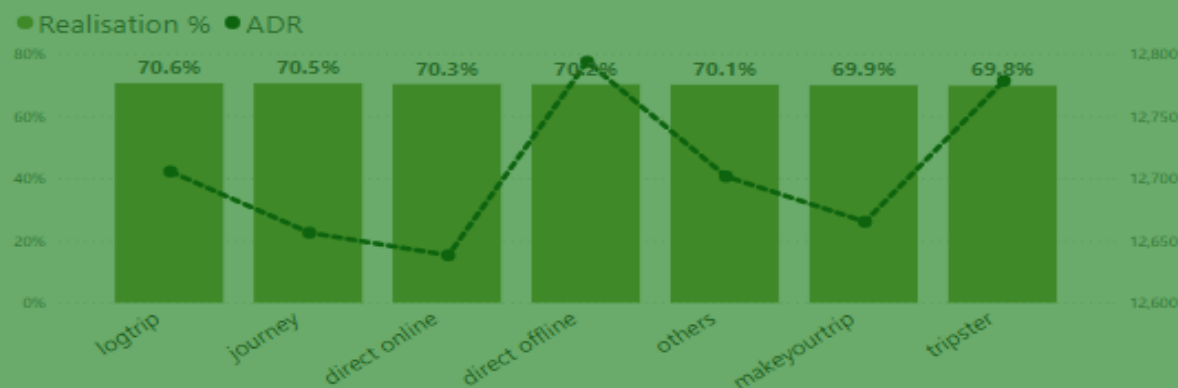
% values in bottom are Week on Week Change

Key Metrics By Daytype

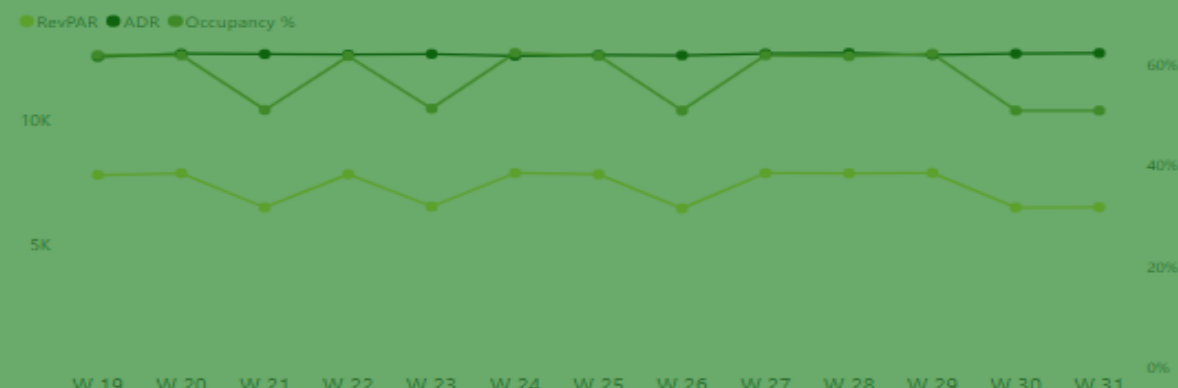


1. The total revenue earned by all platforms and properties is 1688 million.
2. We can observe that there isn't much of a difference between weekends and weekdays in the RevPar. That signifies they did not implement any strategic pricing. So there is an opportunity to implement various pricing, which may impact the revenue growth.
3. I've observed that ADR isn't changing much on a weekly basis; it's basically staying the same with a slight difference.
4. I would suggest looking at the lowest occupancy rate by property. Atliq Grands has a rating of (2.37), followed by Atliq Season (2.30), Atliq Exotica (2.33), and Atliq Bay (2.37). They need to take action to improve such as maintenance, servicing, and so on to improve their rating. This will have an effect on the occupancy rate. The higher the occupancy rate, the higher the rating.

Realisation % and ADR by Platform



Trend by Key Metrics



## KEY INSIGHTS



Booking

Property

City



Revenue

Total successful

Key Metrics By Daytype

day type

RevPAR

Occupancy %

ADR

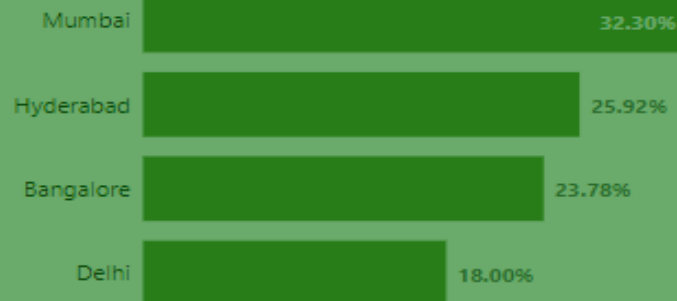
Realisation %

Revenue % by category



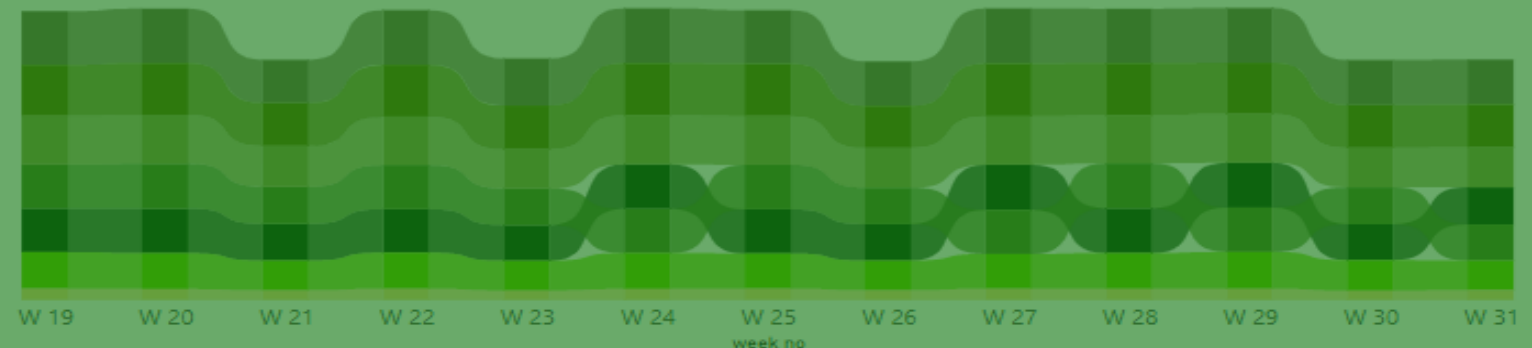
- 1.Except for Delhi, which has a small fluctuation of 51.08% in luxury and 48.92% in business, the luxury category normally generates higher revenue.
- 2.Mumbai has an occupancy rate of 57.8 percent, while Delhi has a rate of 60.4%. Yet, Mumbai has a larger income of 661 million. It's because the RevPar differs by 1057 between weekends and weekdays in mumbai. As a result, this might have impacted to gain higher revenue.
- 3.On a weekly basis, atliq exotica and atliq palace are the top income generators in Mumbai. atliq bay and atliq city in Bangalore share up and down. Atliq Bay is on top in Hyderabad, and Atliq Palace is on top in Delhi. Atliq grands has the smallest number of any city. They must take steps to improve the ADR, rating, and occupancy %.

Booking % by Platform and City



Revenue by week no and property\_name

● Atliq Bay ● Atliq Blu ● Atliq City ● Atliq Exotica ● Atliq Grands ● Atliq Palace ● Atliq Seasons



## MYSQL: Ad – Hoc - Requests

**Domain**  
Consumer Goods

Atliq hardware (Imaginary Company) is one of the leading computer hardware producers in India and well expanded in other countries too.

Atliq's management noticed that they do not get enough insights to make quick and smart data – informed decision. They want to expand their data analytics team by conducting a SQL challenge to pick a data analyst who is good in both technical and soft skills.

By getting into the challenge I have to solve 10 Ad – Hoc – Requests to give insights to top level executives which will help them to make quick and smart decision.

**Function**  
Executive  
Management

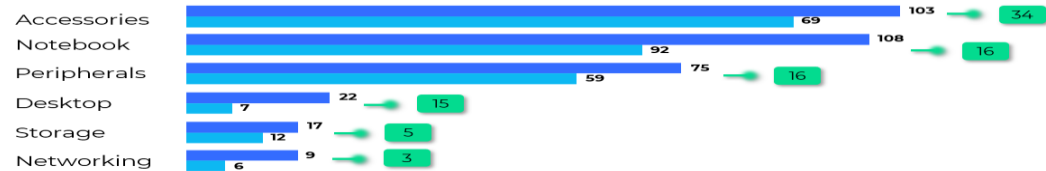
[Click here to see my video presentation](#)

[Click here to see my detailed presentation in power point](#)



4

Follow-up: Which segment had the most increase in unique products in **2021 vs 2020**? The final output contains these fields, segment, product\_count\_2020, product\_count\_2021, difference



From this bar graph, compared to last year, 2021 has high increased unique products. In that accessories had the most increase in unique products following by notebook, peripherals, desktop, storage, networking.

2

What is the percentage of unique product increase in **2021 vs. 2020**? The final output contains these fields, unique\_products\_2020, unique\_products\_2021, percentage\_chg



Out of 397 total unique products, 245 unique products were sold in 2020, and 334 unique products were sold in 2021, a rise of 36.33% change. This is a positive sign that end users are showing an interest in purchasing new products.

```
WITH uniq_prod_2020 AS (
    SELECT dp.segment, COUNT(DISTINCT dp.product_code) AS unique_product_2020
    FROM fact_sales_monthly fs
    JOIN dim_product dp ON
    fs.product_code = dp.product_code
    WHERE fs.fiscal_year = 2020
    GROUP BY dp.segment),
uniq_prod_2021 AS (
    SELECT dp.segment, COUNT(DISTINCT dp.product_code) AS unique_product_2021
    FROM fact_sales_monthly fs
    JOIN dim_product dp ON
    fs.product_code = dp.product_code
    WHERE fs.fiscal_year = 2021
    GROUP BY dp.segment)
SELECT up1.segment, unique_product_2020, unique_product_2021,
(unique_product_2021 - unique_product_2020) AS difference
FROM uniq_prod_2020 up1
JOIN uniq_prod_2021 up2 ON
up1.segment = up2.segment
GROUP BY up1.segment
ORDER BY difference DESC;
```

```
WITH uniq_prod_2020 AS (
    SELECT COUNT(DISTINCT product_code) AS unique_product_2020
    FROM fact_sales_monthly
    WHERE fiscal_year = 2020),
uniq_prod_2021 AS (
    SELECT COUNT(DISTINCT product_code) AS unique_product_2021
    FROM fact_sales_monthly
    WHERE fiscal_year = 2021)
SELECT unique_product_2020, unique_product_2021,
(unique_product_2021 - unique_product_2020) * 100 / unique_product_2020 AS percentage_chg
FROM uniq_prod_2020 CROSS JOIN uniq_prod_2021;
```

- Participated in **MYSQL** challenge to solve **ad hoc requests** to provide insights to top executives, which helps them to make quick and smart data-informed decisions.
- Imported 1.5 million record database to the workbench, analyzed the data to do **data validation** to run the query smoothly.
- Used DQL command to retrieve the results by select statement and implemented **case function, CTE, subquery, union, joins,** and **calculated columns** to run complex queries.
- Converted the insights to visual charts by integrating them with **PowerPoint** charts and delivered a presentation with all insights gathered.

## **Tableau Adventure Works Cycle**

Adventure Works Cycle, the company on which the Adventure Works sample databases are based, is a large, multinational manufacturing company. The company manufactures and sells metal and composite bicycles to North American, European, and Asian commercial markets. While its base operation is in Bothell, Washington with 290 employees, several regional sales teams are located throughout its market base.

Coming off a successful fiscal year, Adventure Works Cycles is looking to broaden its market share by targeting its sales to its best customers, extending its product availability through an external Web site, and reducing its cost of sales through lower production costs.

Click here to interact with tableau dashboard: <https://public.tableau.com/app/profile/srinath.kv/viz/Tableauadventurework/Dashboard2>



## Key Insights

### OVER THE TIME

- 2013 had the highest total Sales amount at 16,351,550, followed by 2011 at 7,075,525 and 2012 at 5,842,485.
- Dec in the Year 2013 made up 6.38% of the Sales amount.
- Over the quarter, sales rose in the third quarter by 26.08% and by the fourth quarter by 31.02%.

### PRODUCT CATEGORY

- Mountain bikes, road bikes, and touring bikes are the top-selling products, in that order.
- Country-wise, sales of road bikes are led by Australia (17.05%), followed by the US (14.61%), and the US (11.64%) for mountain bikes.
- The United States holds 0.87% of the market share for accessories, followed by Australia with 0.47% and Canada with 0.35%. Additionally, product- wise the top two selling products were tires and tubes (0.84%) and helmets (0.77%).
- In the clothing category, the United States holds 0.45% of the market, Australia 0.24%, and Canada 0.18%. Additionally, product- wise the top two selling products were jerseys (0.59%) and shorts (0.24%).

### PROFIT

- the nation United States, United Kingdom, Germany, France, Australia, and Canada share 31.29%, 30.51%, 11.51%, 9.83%, 8.99%, and 6.87% of the profit. even though every profit was higher than in Canada. Canada's profit is significantly higher than its sales of 6.74%.

### SUMMARY

- The two countries with the highest profits are Australia and the United States. Canada's profit is relatively high compared to its revenue The stakeholders can spend money on digital marketing and offer a discount to increase their market share.
- To increase their market share in every nation, they can sell accessories and clothing on an E-commerce website, making their products always available to consumers.
- Finding suppliers who offer the best quality of materials at the lowest wholesale price, a long-term contract with them can help to reduce production costs.

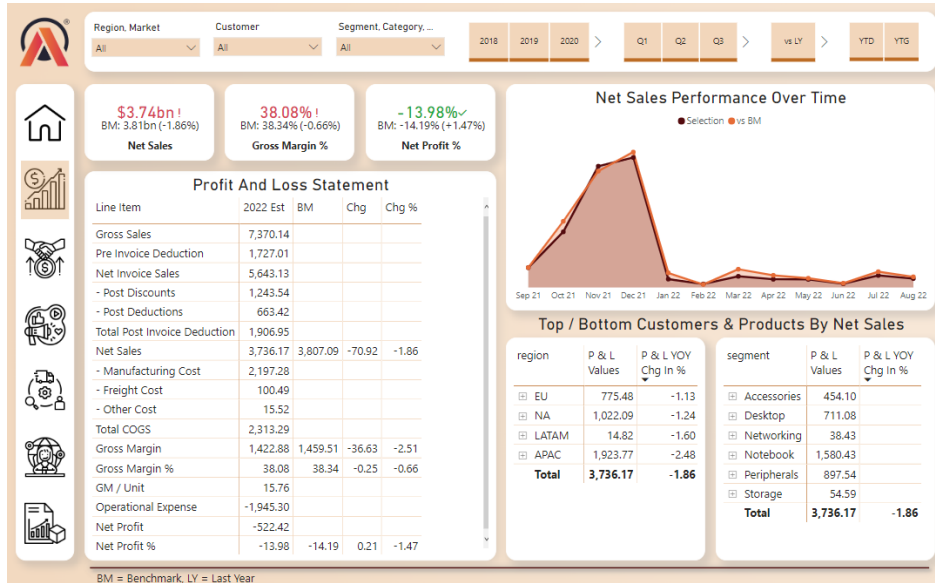
## POWER BI

### AtliQ Business-360-insights

#### OVERVIEW OF ATLIQ

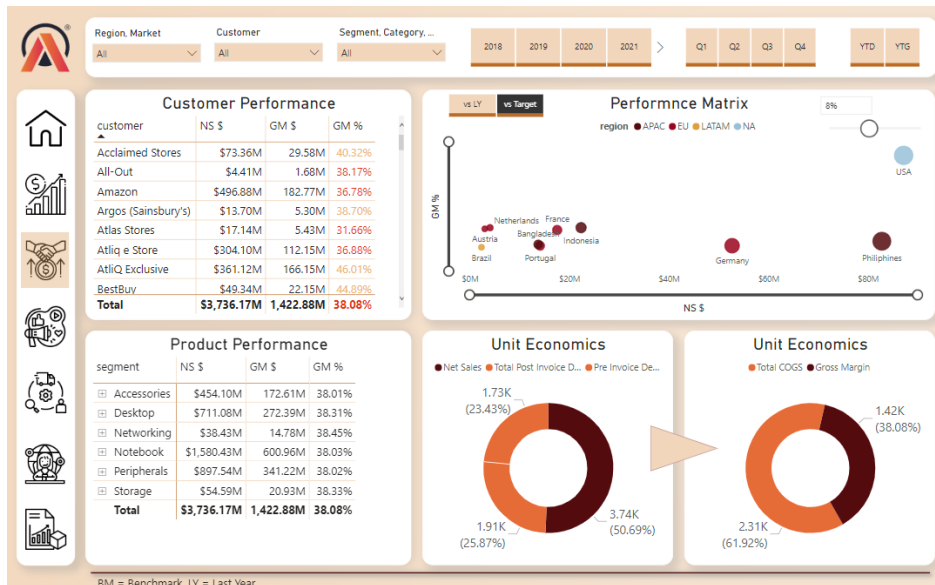
Atliq manufactures computer hardware and components they established themselves in the market and substantially grew in the last few years, they tried to develop their own store in Latin America but faced a huge loss and realized the reason was a decision made on some survey conducted. In the annual strategic meeting, atliq decided to hire a data analytical team to make data-driven decisions and bring transparency into data.

- Learned how data transparency is brought to big organizations enabling users to make **data-informed** decisions.
- Connected **Power BI** with MySQL and Excel to import ~4 million records. Performed data transformation in **Power Query** and data modeling by **Star schema** and **Snowflake schema**.
- Built a dashboard in **Power BI** from scratch for finance, sales, marketing, supply chain and executives which will support the organization in gross margin improvement.
- Created workspace in **Power BI Service** and published the report to the service.



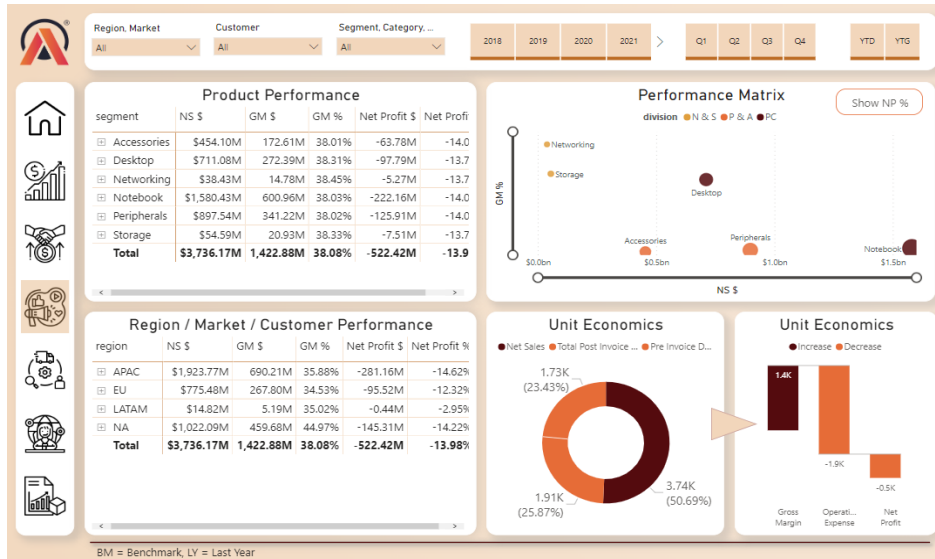
## Financial view

The financial dashboard helps the organization analyze and explain its financial performance with historical data. It helps to understand the reasons for generating a lower or higher profit margin, which brings transparency to the stakeholders or top-level management to make the profit and loss statement informed so that better decisions can be made about future investment.



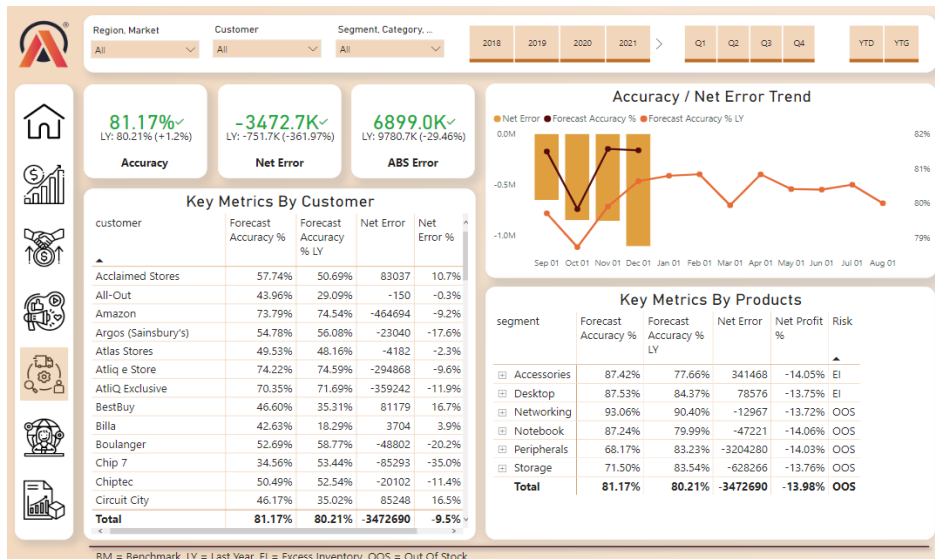
## Sales view

The sales dashboard focuses primarily on customers based on net sales and gross margin, which analyze the relationship between these two metrics. This metric comparison is dependent on whether the company is a startup or a market leader. In this case, the sales team's important role is to analyze the customer and try to improve net sales and gross margin in the top quadrant of the graph to increase sales. This improvement can be done by giving discounts to customers and establishing good relationships With the customers.



## Marketing view

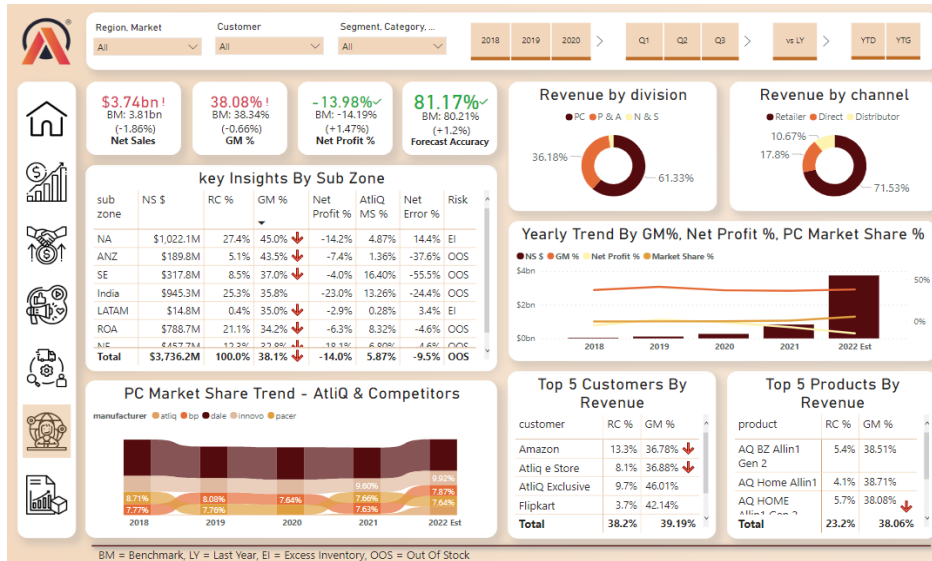
The marketing dashboard focuses on product-level analyses by customer and region to demonstrate how much money the team has spent on marketing and advertising. So, the team should be aware of net profit to maintain good consistency, which should not be impacted by advertisement costs. Here, along with the gross margin, the net profit is considered for comparison.



## Supply Chain view

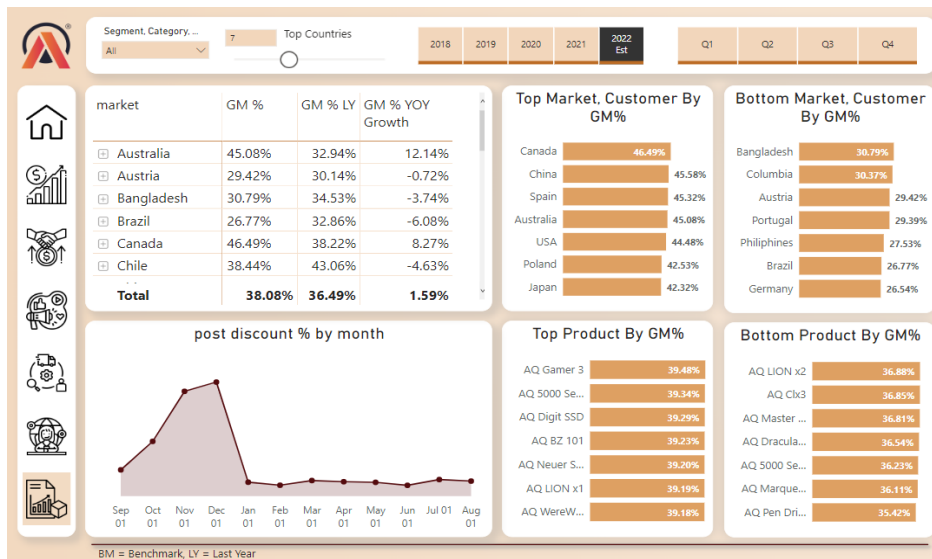
Supply chain dashboards provide a clear picture of the difference between actual sales and forecast sales. The metrics are compared by all customers, products, and regions to get an idea of the excess inventory and out-of-stock items, which helps to analyze and organize the warehouse storage expenses for the products.





## Executive view

The executive dashboard is used by c-level management to track critical KPIs to efficiently manage business operations. Executives can analyze the data and make strategic decisions to reduce risks and ensure growth.



## Product view

The product performance dashboard helps to get a clear view of top / bottom level products by regions, customers, products, gross margin, and gross margin growth. The discount over time can help to understand the highest post discount by month.