

Key Skills

Analytical Tools: Power BI, Advanced Excel
Programming Languages: SQL, Python (Pandas, NumPy)
Database: MySQL, SSMS
Data Analytics & Visualization: Data Preparation, Data Modeling, Data Visualization, Business Statistics

Projects

Hospitality Business Analysis - Presenting Insights to AtliQ Grands [Project Link](#)
[Power BI | Excel] Feb 2025 - Feb 2025

- Built an interactive Power BI dashboard analyzing market share, revenue trends, and booking patterns across 4 cities using 3 months of hotel data..
- Developed KPI dashboards, enabling the Revenue Team to project a 20% recovery in market share within a month.
- Suggested pricing strategies, resulting in a 15% expected increase in bookings.

Business Insights 360 - Brick & Mortar and Ecommerce [Project Link](#)
[Power BI | SQL | Excel | DAX] Jan 2025 - Jan 2025

- Developed a Power BI dashboard to analyze sales, finance, marketing, and supply chain performance for AtliQ Hardware using SQL and Excel.
- Created interactive P&L reports and customer segmentation models, enhancing decision-making for 5 departments.
- Optimized DAX calculations, improving query performance by 5% and reducing storage usage by 30%.
- Implemented forecasting models, leading to a 10% projected revenue increase and 20% cost savings.

Customer & Market Sales Performance Analysis - Sales & Market Analytics [Project Link](#)
[Excel | Pivot Table | Power Query] Jan 2025 - Jan 2025

- Built an Excel dashboard to track customer performance and market trends, analyzing \$598.9M in total sales.
- Segmented top retailers, highlighting Amazon (218.87% growth) and AtliQ Exclusive (345.77% growth) for strategy optimization.
- Examined regional market performance, identifying gaps in India (\$161.3M) and USA (\$87.8M).
- Provided insights for sales strategies, addressing a -8.40% deviation from market targets.

Certifications

- Excel : Mother Of Business Intelligence** - [Certification Link](#)
Issued by: **Codebasics** Issued on: **08 January 2025**
- Get Job Ready : Power BI Data Analytics For All Levels 3.0** - [Certification Link](#)
Issued by: **Codebasics** Issued on: **24 January 2025**

Education

Lyallpur Khalsa College **Jalandhar**
Bachelor of Science (BSc) in IT - DBMS, Descriptive Statistics, Programming & Data Structures Sep 2021 - Jun 2024
CGPA - 7.4

Interests

- Love watching Think School's business case studies. [Link](#)
- Listening to DataCamp's DataFramed podcasts. [Link](#)