

# Vishesh Jain

Data Analyst / SQL · Python · Power BI

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## PROFESSIONAL SUMMARY

Entry-level Data Analytics professional skilled in Python, SQL, Excel, and data visualization. Hands-on experience in data cleaning, exploratory data analysis (EDA), feature engineering, and predictive modeling. Strong foundation in statistics, hypothesis testing, regression, classification, and model evaluation metrics. Proficient in Pandas, NumPy, Scikit-learn, with working knowledge of Cloud Computing Platform, Git, Docker, and basic CI/CD pipelines. Delivering data-driven insights to improve strategy and operational performance.

## TECHNICAL SKILLS

- Programming & Data Handling:** Python, Pandas, NumPy, SQL, Data Cleaning, ETL
- Data & Business Intelligence:** Exploratory Data Analysis, KPI Analysis, A/B Testing, Business Metrics
- Visualisation & Reporting:** Power BI, DAX, Data Modelling, Matplotlib, Seaborn, Excel
- Statistical Techniques:** Linear Algebra, Calculus, Probability, Hypothesis Testing, Regression Analysis
- Version Control, Cloud & Data Platforms:** Git, GitHub, Docker, BigQuery, Microsoft Azure

## EDUCATION

### Master of Computer Application (MCA) | SGPA:8.4/ 10

Chandigarh University (2025 -27) | Online

### Bachelor of Computer Application (BCA) | GPA:7.73/ 10

Teerthanker Mahaveer University (2022 -25) | Moradabad

## PROJECTS

### Customer Behaviour Data Analytics | Python, SQL, Power BI

Customer analytics solution to analyse purchasing behaviour, customer segmentation, and revenue drivers using Python, SQL, and Power BI. Focused on transforming raw transactional data into actionable business insights through advanced exploratory data analysis and KPI development.

- Performed data cleaning and EDA to identify high-value customers and revenue trends.
- SQL queries to analyse customer retention, loyalty segmentation, and key sales performance metrics.
- Power BI dashboard using DAX measures and dynamic filters to support data-driven decision-making.

### Vendor Performance Data Analytics | Power BI, Python, SQL

Performed advanced EDA on retail sales data using Python and SQL to analyse revenue and profitability. Engineered key KPIs, including profit margin and revenue growth, through data cleaning and feature engineering.

- Conducted cohort and time-series analysis to evaluate customer retention and seasonal sales trends.
- Analysed retail transactions to identify revenue drivers and profitability patterns across regions.
- Built KPI-driven Power BI dashboard with dynamic filters and comparative regional analysis.

### Yelp Business Data Analysis | SQL, Python

Conducted end-to-end SQL analysis on Yelp datasets to evaluate business ratings and customer engagement. Executed complex JOIN, GROUP BY, subqueries, CTEs, and window functions to extract insights from relational data. Analysed review distribution and performance metrics for business evaluation.

- Designed and queried relational tables to analyse business ratings and customer review patterns.
- Applied CTEs and window functions for ranking, aggregation, and performance comparison analysis.
- Optimised SQL queries to improve execution efficiency and analytical accuracy.

## CERTIFICATION

### Python Programming, IIT Bombay

### Data Labeling Job Simulation, Forage Academy

### Introduction to Artificial Intelligence, Simplilearn