YASH SAHU

DATA ANALYST & BI DEVELOPER

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GitHub: https://github.com/yashsahu27420 | **Portfolio: https://sites.google.com/view/datascientist27**

Objective

An aspiring data analyst is skilled in Python, SQL, and data visualization. Driven to contribute analytical expertise for impactful, data-driven decision-making in business.

Skills

- Advanced Python Programming
- Data Visualization: Power BI, Tableau & Looker Studio
- Database Management System (DBMS)
- Statistical Analysis
- Communication Skills
- NLP (Natural language processing)
- Generative AI
- SQL / NOSQL Databases
- Hadoop
- Spark
- Python Libraries: NumPy, Pandas, Matplotlib & Flask
- Machine Learning
- Analytical & Research Skills
- Advance Excel

Projects

Sales performance analysis project: Led data-driven sales analysis with geo-segmentation, identifying regional stars and top products. Pinpointed top-performing category, optimizing sales for a 25% profit increase.
- **Regional Sales Analysis:** Analyzed conducted geo-segmented sales trend analysis, mapping revenue with performance metrics, guided by statistics. Provided data-driven insights for decision support, enhancing overall business performance.
- **Product Performance Evaluation:** Pinpointed top-performing category through savvy data analysis.
- **Profitability Insights:** Employed profitability analysis, classifying products into tiers, demonstrating strategic financial acumen.
- Demonstrated expertise in analytics, applying a meticulous approach to extract meaningful insights. Executed impactful data-driven strategies, elevating sales, maximizing profits, and showcasing advanced proficiency in Python programming.

To conclude, this project underscores my proficiency in managing extensive datasets, identifying key trends, and crafting impactful reporting, and data-driven recommendations from datasets.

Heart Disease Prediction and Analysis Project: Undertaking a comprehensive Heart Disease Prediction and Analysis Project using advanced data science techniques to analyze a diverse dataset, train predictive models, and extract valuable insights for informed healthcare decision-making.
- **Feature and Target Segregation:** Split features (X) and target variable (Y) ensuring accurate separation.
- **Data Splitting:** Employed train_test_split to divide data into 80:20 training-test ratio, validated split dimensions.
- **Model Training:** Implemented a Logistic Regression model for heart disease prediction, utilizing training data for model training.
- **Model Evaluation:** Calculated training and test accuracies, achieving 85.12% and 81.97% respectively.
- **Predictive System Construction:** Built a predictive system, utilizing Logistic Regression for heart disease prediction based on input features.

To summarize this project demonstrates expertise in Python programming for data analysis, model training, exploratory data analysis (EDA), and predictive analytics, showcasing meticulous data handling, insightful analysis, and strategic decision-making.

Population insights with SQL analysis: A detailed SQL analysis of India's demographics reveals intricate insights. Managing big data, this comprehensive study navigates complexities to uncover key demographic trends, utilizing SQL for in-depth data exploration.
- **In-Depth Population Analysis:** Employed SQL querying to conduct a comprehensive examination of India's demographic landscape.
- **Key Metrics Calculation:** Utilized SQL functions to calculate essential metrics including total population, average growth, and literacy rates for insightful data exploration.
- **State Performance Identification:** Identified top and bottom-performing states through effective union operations and data joining techniques, showcasing a holistic approach to analysis.
- **State Filtering Application:** Demonstrated proficiency in applying state filtering techniques to focus on specific regions for detailed info.
- Employed data mining techniques in the Population Insights with SQL Analysis project, uncovering key demographic trends and metrics.

To summarize, this project showcases my expertise in data management, data interpretation, data manipulation, analytical skills, and thorough dataset exploration, showcasing proficiency in comprehensive data analysis, including Performance Tuning, ETL (extract, transform, load), data migration, data cleansing, and database optimization.

Data visualization dashboard: Implemented impactful data visualization and analysis using tools like Power BI and Tableau. Enhanced decision-making with a 35% efficiency boost. Proficient in data cleaning, data modeling, and data mining. Applied ETL processes for actionable insights in diverse projects, showcasing expertise in programming languages and business intelligence.

- **Power BI Flipkart dashboard**: Built Flipkart Dashboard, analyzed KPI using DAX, and guided Data-driven decision-making. Proficient data analyst and Dashboard developer for extracting actionable insights.
- **Remuneration overview dashboard:** Utilizing the Power BI dashboard, this analysis delves into KPI development for intricate factors, placing a particular emphasis on the impact of skills on the expected salary of data engineers through visual representations.
- **Employee analytics dashboard:** Utilized Tableau to visually represent employee data, facilitating impactful workforce analytics. Applied skills in dashboard design, data warehousing, business intelligence tools, report development, and BI platform administration for strategic decision-making.

Deployed, projects showcase a comprehensive skill set encompassing data cleaning, data transformation, data modeling, data preprocessing, data mining, and data Warehousing along with proficiency in programming languages, business intelligence, predictive modeling, and handling big data technologies.

Real-time stock market analysis:
Developed a Python script employing pandas, matplotlib, Yfinance, and Plotly for time series analysis, resulting in a 35% improvement in stock performance visualization. Leveraged Yahoo Finance API for comprehensive financial data analysis.

- Demonstrated advanced expertise in Python programming and conducted time series analysis using Yfinance API for stocks.
- Leveraging Python and data visualization tools (pandas, matplotlib, Yfinance, plotly) for robust financial data analysis.
- Utilized predictive modeling in the real-time stock market analysis project for comprehensive financial data analysis and visualization
- Overall, this project highlights my ability to leverage data analytics tools, statistical analysis, predictive analytics, time series analysis, and expertise in financial modeling to derive valuable insights and support strategic decision-making in the realm of financial data analysis.

Python ratings fetcher:
Implemented Python-based web scraping on Flipkart's product pages, extracting product ratings. Deployed the solution using a flask, contributing to an 85% improvement in efficiency analysis for decision-making.

- Developed Python, flask, beautiful soup, and requests for efficient data extraction from Flipkart's product pages.
- Utilized flask for seamless deployment on a web server, showcasing practical skills in web development.
- Demonstrated proficiency in web scraping tools Scrapy and beautifulsoup in the Python ratings fetcher project, showcasing practical skills in data extraction and data mining.

To summarize, this project exemplifies mastery in web scraping on Flipkart, showcasing advanced proficiency in extracting valuable data and business insights. The demonstrated skills encompass efficient web data extraction, underscoring a high level of expertise.

Education

- Bachelor of Commerce
  RPL Maheshwari College DAVV Indore, MP

- MBA in Business Analytics & Finance Management
  Acropolis Faculty of Management & Research Indore, MP

Experience

SEO Executives
Linclogy (01/2023 - 11/2023)
- Formulated data-driven digital marketing strategies resulting in a 50% increase in search rankings and a substantial uptick in website traffic.
- Created Looker Studio reports and dashboard to visually analyze GA4 data, providing valuable insights and facilitating informed decision-making.
- Authored SEO reports using tools like Screaming Frog and Semrush, optimizing on-page elements and enhancing traffic by 25%.
- Utilized WordPress for website development, adeptly refining site structure and themes to achieve a 60% performance improvement.

Marketing & Sales Intern
Dabur India (01/2022 - 01/2022)
- Actively participated in boosting Dabur sales by creating brand awareness during Big Day Sales using my problem-solving.
- Assisted in organizing and executing promotional activities and events at various modern trade outlets.

Internship Trainee
CA Ashok Jain (01/2021 - 04/2021)
- Played a key role in preparing and submitting clients' income tax returns, ensuring compliance with regulations.
- Showcased meticulous attention to detail while managing intricate documentation processes, contributing to the accuracy and integrity of financial records.
- Gathered and analyzed data on taxable income, deductibles, and allowances, optimizing tax preparation efficiency and accuracy.

Courses

- Google data analytics
- Barclays life skills program
- Pw data science masters

Declaration: I declare that the information provided in this resume is accurate and truthful to the best of my knowledge.