

SUMMARY

Results-driven Data & Business Analyst with 3+ years of experience leveraging data insights for business growth and operational efficiency. Proficient in SQL, Power BI, Tableau, and Python, with expertise in ETL, reporting automation, KPI tracking, and stakeholder collaboration. Skilled in turning raw data into actionable insights for decision-making across sales, marketing, and operations. Holds a Master's in Data Science & AI, adaptable to diverse industries, from finance and e-commerce to retail and logistics.

EXPERIENCE

DATA ANALYST & FREELANCE CONSULTANT, ASQUARE

August 2021 – PRESENT

- **Dashboard Development:** Designed and implemented Power BI dashboards to track sales, customer behaviour, and inventory, enhancing decision-making efficiency by 25%.
- **Customer & Sales Data Analysis:** Analysed customer and sales data to identify trends, enabling tailored marketing strategies that improved customer satisfaction metrics.
- **Advanced SQL Analysis:** Utilized complex SQL queries (joins, window functions) to generate insights into monthly sales and customer activity, driving inventory and staffing optimizations.
- **Stakeholder Collaboration:** Partnered with cross-functional teams, including marketing and sales, to transform data insights into actionable strategies, achieving improved KPI tracking.
- **ETL & Data Quality Management:** Performed data cleansing and transformation, maintaining a 98% data accuracy rate and reducing reporting preparation time by 30%.

ANALYST, CAPEGMINI

March 2021 – July 2021

- **System Performance Analysis:** Analysed operational data from automotive systems to verify functionality, detect anomalies, and ensure compliance with quality standards.
- **Tableau Reporting:** Created interactive Tableau dashboards, reducing report preparation time by 40% for internal and client teams.
- **SQL Automation:** Developed and automated SQL queries for system performance reports, minimizing manual intervention by 40%.
- **Issue Resolution Support:** Identified system issues and provided actionable insights to improve overall system reliability and functionality in the automotive unit.
- **Stakeholder Reporting & Insight Translation:** Collaborated with cross-functional teams to translate technical findings into clear, actionable insights, supporting decision-making and operational improvements across departments.

SKILLS

- **Programming Languages:** Python (Pandas, NumPy, scikit-learn, Matplotlib for basic visualization), SQL (Complex Queries, Joins, Window Functions), R
- **Tools & Environments:** Git/GitHub, Jupyter Notebook, Visual Studio Code, Qlik Sense, HTML, CSS, JavaScript
- **Data Visualization & Reporting:** Power BI, Tableau, Advanced Microsoft Excel (Pivot Tables, VLOOKUPS, Data Cleaning with Macros)
- **Data Analysis & Modelling:** A/B Testing, Data Cleaning and Transformation, Data Preprocessing, Large Language Models (LLMs), Natural Language Processing (NLP), Time Series Analysis
- **Database & Data Management:** SQL Databases, Data Warehousing Concepts, ETL Processes, Data Quality Assurance, AWS
- **Business Intelligence & Market Analytics:** KPI Tracking, Revenue & Sales Analysis, Consumer Insights, Marketing & Web Analytics, Statistical Analysis, Predictive Analytics (Linear Regression, Forecasting)
- **Soft Skills:** Analytical Problem Solving, Strong Communication Skills, Stakeholder Collaboration, Adaptability, Proactive Approach, Teamwork

EDUCATION

University of Liverpool, United Kingdom

Master of Science in Data Science and Artificial Intelligence

September 2023

CDAC, India

Post Graduate Diploma in Embedded Systems Design

January 2021

GITAM University, India

Bachelor of Technology in Electronics & Communication Engineering

August 2019

PROJECTS

Interactive Dashboard & Report Project: Room Utilization Analysis

- Analysed occupancy data for 20 rooms across two floors, identifying 5 underutilized rooms (<30%) and 4 overutilized rooms (>90%).
- Developed an interactive dashboard using Dash and Plotly with filters and anomaly detection, reducing manual report generation time by 60%.
- Calculated utilization metrics, revealing peak room usage between 10 AM – 3 PM and lowest usage on Fridays, supporting data-driven scheduling.

Research Project: Visualizing Gender Diversity in Computer Science Publications

- Designed an interactive Dash web app to analyse gender diversity trends in computer science using DBLP API data, featuring visualizations like trend lines and donut charts.
- Processed and classified gender data with Python and Plotly, uncovering representation patterns across subfields.
- Promoted inclusivity discussions through actionable insights from this analysis.

Collaborative Analysis Project: Natural Disasters & Casualties - A Data Analysis

- Analysed disaster impacts (2000–2020) using SQL and Tableau, identifying trends in mortality and injury rates across regions.
- Cleaned and integrated data in Excel and SQL Server, delivering consistent insights for disaster preparedness strategies. Applied statistical techniques to support strategic planning initiatives.

CERTIFICATIONS

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| Prepare Data for Exploration - Google, Coursera | June 2024 |
| Work Smarter with Microsoft Excel – Microsoft, Coursera | May 2024 |
| Doing more with Google Sheets - Google Cloud, Coursera | May 2024 |
| Ask Questions to Make Data-Driven Decisions – Google, Coursera | April 2024 |
| Python Data Structures - University of Michigan, Coursera | July 2022 |
| Programming for Everybody (Getting Started with Python) - University of Michigan, Coursera | May 2022 |

ADDITIONAL EXPERIENCE

Team Member, Taco Bell, Leeds, United Kingdom

July 2024 – Present

- Executed high-volume order processing with accuracy and efficiency, ensuring data integrity and smooth customer transactions.
- Analysed inventory trends and supported stock replenishment, contributing to optimized resource management and operational flow.
- Collaborated with team members to maintain an organized workspace, fostering a systematic approach to daily operations.

ACHIEVEMENTS

- Awarded **Best Student Volunteer** for completing 240+ hours of service and demonstrating leadership at both university and district levels

INTRESTS & HOBBIES