

EDUCATION:

GLA University, Mathura, India.

B.C.A. Bachelor of Computer Applications (with 7.5/10 GPA)

SKILLS:

Analytical Tools:

- Advanced Excel – CountIf | SumIf | VLOOKUP | XLOOKUP | INDEX | MATCH | Pivot table | Pivot chart
- SQL – Data types | Queries | Aggregate Functions | Subqueries | Joins | CTEs | Window Functions
- Power BI – Data Reporting | DAX | Data Modelling | Data Cleaning | Power Query

PROJECTS:

Call center – [Power BI]

Jan 2024

- Implemented visually compelling Power BI dashboards, showcasing KPI trends and enabling clients to make data-driven decisions, resulting in a 20% increase in customer engagement and a 10% boost in sales conversion rates.
- Examined HR data, focusing on gender-related KPIs, and identified root causes for gender balance issues at the Organization, highlighting a commitment to data-driven decision-making based on 12 months of data.

Social Buzz – [Excel]

Jan 2024

- Conducted a comprehensive data analysis for a social media client at Accenture, providing strategic recommendations that resulted in a 20% increase in user engagement
- Cleaned, Modelled, and Analyzed 7 datasets to uncover insights for strategic decision-making
- Prepared a PowerPoint video presentation of 10 minutes to communicate key insights to the stakeholders.

Business 360 - Brick & mortar and ecommerce [Power BI | SQL | Excel | Dax Studio]

Dec 2023

- Customized a multi-functional Power BI dashboard to analyze AtliQ hardware's sales trends over the global market by gathering data from 2 different sources (Excel/CSV files and a SQL database).
- Built data models and visualizations in Power BI, and optimized the report with DAX studio that improved the report's performance by 5%.
- The dashboard enabled Atliq hardware to analyze different department sales trends and make data-driven decisions, leading to a projected **10%** revenue acceleration and **20%** reduction in data-related expenses.

Sales Insights – Brick & mortar business [Power BI | SQL]

Dec 2023

- Designed a Power BI dashboard to understand sales trends of AtliQ hardware for the last 4 years.
- The final dashboard effectively displayed the sales trend of AtliQ hardware, allowing users to understand the data and make informed decisions.
- This dashboard could assist in raising the revenue by at least **7%** in the next quarter.

P&L Report- [Excel | Pivot Table | Power Query]

Nov 2023

- Generated a comprehensive P&L report for AtliQ Hardware FY 2022, utilizing advanced features in Excel such as Pivot Tables and DAX to provide granular insights into revenue streams and expense categories.
- Automated the data cleaning using Power Query, which can rescue around **4 hrs** of repeated manual work.
- As it used DAX measure for calculations, it provided a better user experience and flexibility.

CERTIFICATIONS:

- PwC Switzerland Power BI Job Simulation on Forage
- Accenture North America Data Analytics and Visualization Job Simulation on Forage
- Codebasics Certificate of Completion of Excel: Mother of Business Intelligence