

PROFILE

Data Analyst with proven expertise in **Python**, **SQL**, and **Power BI** for data analysis and visualization. Demonstrated success in analyzing complex datasets to uncover actionable insights that support strategic business decisions. Track record of delivering clear, impactful dashboards and reports that improve operational efficiency and guide decision-making. Strong background in data cleaning, transformation, and communicating findings to cross-functional teams.

TECHNICAL SKILLS & CORE COMPETENCIES

- **Tools & Platforms:** Power BI, Tableau, Snowflake
- **Programming Languages:** SQL (MySQL), DAX, Python (Pandas, NumPy)
- **Data Processing:** ETL Development, Data Modeling, Data Visualization
- **Cloud Expertise:** Snowflake Cloud Data Platform
- **Core Competencies:** Data Transformation, Dashboard & Report Development, Data Cleaning, Analytics.

WORK EXPERIENCE

Data Analyst

Merit Nano Digital Solutions — March 2020 – Present

- Over 5+ years of hands-on experience in data analysis, business intelligence, and data visualization using Power BI, Tableau, SQL, and Python.
- Proven track record of transforming complex datasets into actionable insights through ETL processes, data modeling, and development of interactive dashboards.
- Skilled in managing the complete BI lifecycle, from requirements gathering to dashboard development and deployment via Power BI Service and Tableau Server.
- Collaborated regularly with cross-functional stakeholders to gather business requirements, define KPIs, and deliver customized analytical solutions.
- Proficient in SQL for data extraction, transformation, performance tuning, and automation of data workflows to streamline reporting processes.
- Experienced in DAX for creating calculated columns, measures, time intelligence functions, and KPI development within Power BI.
- Designed dynamic, user-friendly dashboards featuring slicers, drill-throughs, and tooltips to support executive and operational decision-making.
- Automated data refresh schedules and maintained optimized, stakeholder-ready reports to ensure timely and accurate information delivery.
- Leveraged Snowflake for scalable cloud-based data warehousing, data integration, and querying large datasets efficiently.

PROJECT EXPERIENCE

GreenCart Inc – Customer Segmentation & Marketing Analytics

Technologies: Python (Pandas, NumPy), SQL, Power BI, Tableau

- Analyzed customer purchasing behavior and performed RFM segmentation to classify shoppers into actionable groups.
- Automated data cleaning and validation using Python, reducing errors by 20%.
- Built Power BI dashboards visualizing customer segments, product affinities, and seasonal trends.
- Supported targeted marketing campaigns, boosting email engagement by 15%.
- Used Tableau and Python to track retention and predict churn risk.

QuickHaul Logistics – Transportation Analytics & Route Optimization

Technologies: SQL, Power BI, Tableau

- Extracted and cleaned logistics data to evaluate delivery performance and operational bottlenecks.
- Designed dashboards tracking KPIs such as on-time delivery, fuel efficiency, and route deviations.
- Proposed route optimization strategies, resulting in a 12% reduction in fuel costs.
- Analyzed driver behavior to recommend training programs for improved efficiency.

Ross Medical Group – Healthcare Data Automation & Reporting

Technologies: Python (Pandas, NumPy), SQL, Power BI

- Built automated reporting pipelines to analyze patient records, insurance claims, and service usage.
- Performed data wrangling and transformations using SQL and Python for clean, reliable analytics.
- Created Power BI dashboards to visualize patient demographics and treatment trends.
- Applied DAX and Python to calculate KPIs like average treatment cost and wait times.
- Reduced manual reporting efforts by 30% through automated monthly report generation.

EDUCATION

Master of Science in Computer Applications

2014 - 2016

National Institute of Technology, Tiruchirappalli

CERTIFICATION

IBM Data Science

Coursera