

Skills

- SQL (SQL Server, MySQL, PostgreSQL)
- Python (Pandas, NumPy, Matplotlib, Seaborn)
- Tableau
- BigQuery
- Excel
- Microsoft Power BI

Projects

GYM MEMBERSHIP ANALYTICS DASHBOARD – Tableau & SQL

- Analyzed 10M+ gym membership records to uncover trends across age groups, fitness levels, goals, preferences, and health limitations.
- Cleaned and preprocessed large-scale data using SQL, handling missing values and standardizing categories for consistency.
- Built an interactive Tableau dashboard with KPI cards, custom design, and filters for dynamic member segmentation.
- Delivered actionable insights highlighting dominant fitness levels, adult engagement trends, and the need for personalized training programs.

SUPERSTORE SALES & PROFIT ANALYSIS DASHBOARD

Tools: Power BI

- Developed interactive dashboards using the **Sample Superstore dataset** to analyze sales, profit, and regional performance.
- Visualized **profit by product category**, **orders by region**, and **monthly trends** in profit and shipping cost.
- Applied filters and KPIs to track **key business metrics** such as order volume, total profit, and cost trends.
- Demonstrated proficiency in **data cleaning, modeling, and storytelling through visuals** for better decision-making.

Key Skills: Data Visualization, KPI Analysis, Business Intelligence, Tableau, Power BI

NETFLIX CONTENT INSIGHTS DASHBOARD – Personal Project

- Developed an interactive Power BI dashboard using the Netflix dataset to analyze over 6,000+ titles across Movies and TV Shows.
- Performed data cleaning and transformation in Power Query, including handling missing values and standardizing date formats.
- Created DAX measures to calculate KPIs such as total movies, total TV shows, unique directors, and titles added per year.
- Visualized global content trends by country, release year, and rating category, revealing that the United States and India dominate Netflix's content library.
- Designed a Netflix-themed (red-black) dashboard layout with dynamic filters for content type, enhancing interactivity and user experience.

CUSTOMER CHURN ANALYSIS DASHBOARD IN TABLEAU –

- Designed and developed an interactive Customer Churn Analysis Dashboard in Tableau.
- Analyzed 7,000+ telecom customers to identify churn patterns across contract types, demographics, and payment methods.
- Created custom calculated fields and KPIs (ARPU, Retention Rate, CLTV) to summarize customer behavior.
- Delivered actionable insights to improve retention and understand churn drivers.

Education

BACHELOR OF ARTS IN POLITICAL SCIENCE – Delhi University – School of Open Learning

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