SONALI SUBHADARSINI

9348413731 | sonalisubhadarsini3@gmail.com
LinkedIn: sonali-subhadarsini-67b783219
Bengaluru, Karnataka, India

Professional Summary

Data Analyst with 1.5+ years of hands-on experience transforming business data into actionable insights. Proficient in SQL, Python, Power BI, and MS Excel, with a focus on dashboard automation, customer behavior analysis, and revenue forecasting. Successfully transitioned from a Software Engineer role, leveraging strong analytical and programming skills. Currently exploring Generative AI applications in analytics to drive storytelling and automation. Seeking data-driven roles to help organizations make smarter, faster decisions.

Skills

- **Programming & Analytics:** Python (Pandas, NumPy, Matplotlib, Seaborn, Plotly), Jupyter Notebook, Google Colab

- **BI & Dashboarding:** Power BI, Tableau (basic), Power BI Service

- **Databases & Querying:** SQL (Joins, Aggregation, Subqueries, CTEs, Window Functions)

- **Excel:** Pivot tables, Charts, VLOOKUP/XLOOKUP, data Analysis Add-in, Power Query

- **Machine Learning:** Supervised and Unsupervised learning, Scikit-learn (EDA and regression)

- **Cloud & Tools:** GitHub, VS Code, Google BigQuery (basic), OpenAI API (exploratory)

Work Experience

SOFTWARE ENGINEER – Soul Limited, Bhubaneswar   August 2023 - January 2025

Sales Analysis and Forecasting Dashboard:
- Developed a Power BI dashboard using 3+ years of sales data, improving trend visibility and accuracy.
- Automated monthly reports, saving 10+ hours per month and improving reporting efficiency by 25%.
- Delivered 90% accurate sales forecasting model, enabling better marketing and inventory planning.

Park Management Mobile Application:
- Designed and developed a mobile app for managing park facilities with intelligent search and online booking.
- Integrated user-friendly login and booking features, increasing facility engagement by 40%.
- Enabled seamless event bookings for public amenities, enhancing citizen convenience and app adoption.

Projects

Zomato Restaurant Analysis | Power BI
- Analysed 9551 restaurants across 15+ countries with an average rating of 2.6/5 and cost of ₹1.2K.
- Built Power BI dashboards using DAX, Power Query, Slicers and interactive visualizations.

Hotel Booking Cancellation Analysis | Python
- Identified a 37% cancellation rate, mainly from city hotels, influenced by pricing and lead time.
- Used visualization libraries to communicate key insights; helped model cancellation predictors.

E-commerce Sales Analysis | MS Excel
- Built an interactive dashboard for 2015 sales using pivot tables, combo boxes, charts, and filters.
- Tracked top 10 products and growth trends of 4 major product categories.

Education

MASTERS OF SCIENCE (DATA SCIENCE) – Silicon institute of technology, Bhubaneswar   July 2023

CGPA – 8.74

Achievements

- Data Science & Machine Learning Internship (Learn & Build – 45 Days)
- Certification of Google Data Analytics.