

# PRANSHU YADAV | DATA ANALYST

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## PROFESSIONAL SUMMARY

Results-driven Data Analyst with 1+ years of experience in MIS, business intelligence, and data-driven decision support. Expert in SQL, Python (Pandas, NumPy, Matplotlib), Power BI, Excel, and Looker Studio. Proven ability to transform raw data into actionable insights, build KPI dashboards, automate reporting processes, and drive business outcomes through ETL pipelines, data validation, and cross-functional collaboration.

## TECHNICAL SKILLS

- Programming & Databases: SQL (MySQL, PostgreSQL, BigQuery), Python (Pandas, NumPy, Matplotlib, Seaborn).
- Data Tools: Excel (Advanced Formulas, VLOOKUP, INDEX-MATCH, PivotTables, Power Query), Power BI, Tableau, Looker Studio.
- Core Competencies: Data Cleaning & Wrangling, ETL Processes, A/B Testing, Statistical Analysis, KPI Reporting, Data Validation, Dashboard Design, Report Automation, Business Metrics Analysis, Data Storytelling, Stakeholder Reporting.

## WORK EXPERIENCE

### MIS & Data Analyst | VWS Outdoor Advertisement, Delhi | June 2024 – Present

- Launched Flow Monitoring System (FMS) improving task timeliness by 75% and workflow efficiency by 65% through data pipeline management and automated reporting.
- Developed employee performance dashboards in Power BI and Looker Studio, enabling real-time KPI tracking and business decision support.
- Automated MIS reporting, reducing manual effort by 50% and improving data accuracy for stakeholder reporting.

## KEY PROJECTS

### [Ola Booking Data Analysis | PostgreSQL, Excel, Power BI](#)

- Analyzed booking data using SQL joins and subqueries, identifying cancellation trends and peak hours, resulting in 25% improved customer satisfaction and 30% operational efficiency boost.
- Built Power BI dashboards visualizing revenue and driver performance KPIs, achieving 20% regional revenue growth.

### [Retail Sales Data Analysis | PostgreSQL, Excel](#)

- Performed customer segmentation and behavior analysis, improving targeted promotions by 28% and high-ticket sales by 22% through data validation and business metrics analysis.

### [E-commerce Sales & Customer Behavior Analysis | PostgreSQL, Python](#)

- Analyzed sales trends and customer retention using SQL and Python, enhancing inventory planning by 30% and customer engagement by 25%.
- Automated data pipelines, reducing analysis time by 40%.

### [Walmart Customer Purchase Analysis | PostgreSQL, Excel, Power BI](#)

- Segmented high-value customers and analyzed discount impact, increasing marketing ROI by 35% and repeat purchases by 25% through interactive dashboards and data-driven strategies.

## EDUCATION

Bachelor of Computer Application (BCA) | Microtek College of Management & Technology, Varanasi | July 2020 – Sept 2023

## CERTIFICATIONS

Data Analyst Skillpath: Basic to Advance in Excel, SQL & Python | Udemy | December 2024