



YashWadakte

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PROFESSIONAL SUMMARY

Detail-oriented **Data Analyst** with 1.8years of experience in data analysis, visualization, and reporting. Proven ability to leverage tools such as **Power BI, Python, Excel, and MySQL** to derive actionable insights and support data-driven decision-making. Strong in **data storytelling, dashboard development**, and working with cross-functional teams.

CORE COMPETENCIES

- Data Cleaning & Transformation
 - Data Visualization (Power BI, Excel)
 - Database Management (MySQL)
 - Python for Data Analysis
 - Business Intelligence & Reporting
 - Statistical Analysis
 - Client Communication & Requirements Gathering
 - Problem Solving & Insight Generation
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TECHNICAL SKILLS

Languages & Tools: Python, SQL, Power BI, Microsoft Excel

Database:MySQL

Libraries: Pandas, NumPy, Matplotlib, Seaborn

Version Control:Git (Basic)

PROFESSIONAL EXPERIENCE

Tata Consultancy Services (TCS)

Role: Data Analyst | Feb 2024 – Present

Roles & Responsibilities:

- Analyzed business performance data and created automated dashboards using **Power BI** to support real-time decision-making for stakeholders.
 - Designed SQL queries to extract, clean, and manipulate data from complex relational databases.
 - Conducted exploratory data analysis (EDA) using **Python (Pandas, Seaborn)** to identify trends and anomalies.
 - Worked closely with cross-functional teams to gather requirements and deliver KPI-driven reports.
 - Created data pipelines for scheduled reporting using Excel and Power BI automation features.
 - Translated business problems into analytical models to support marketing and sales initiatives.
 - Assisted in the migration of reporting solutions from Excel to Power BI, improving efficiency by 30%.
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PROJECTS

Project Title: Marketing Campaign Analytics.

Client: Orion Retail Corp.

Duration: Jun 2024 – Present

Role: Data Analyst

Roles & Responsibilities:

- Collected, cleaned, and analyzed digital marketing campaign data (Google Ads, email campaigns, social media) to measure ROI and customer acquisition cost.
- Built interactive **Power BI dashboards** to visualize performance across multiple channels and geographies.
- Applied statistical methods (correlation, A/B testing) to optimize ad spend and improve customer segmentation.

- Provided insights on customer behavior and conversion funnel bottlenecks, leading to a 12% improvement in campaign effectiveness.
 - Worked directly with US-based stakeholders to define KPIs and ensured timely data delivery.
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EDUCATION

Bachelor of Engineering (Computer Engineering)

Savitribai Phule Pune University : Graduation Year: 2024|

PREFERRED LOCATIONS

Nashik, Pune, Mumbai, Bengaluru