

MUKESH SAHU

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Results-driven Data Analyst with almost 3 years of experience in Power BI, Tableau, SQL, Excel and Python to deliver actionable insights and drive business growth.

Technical Skills

- **Visualization Tools:** Power BI, Tableau, MS Excel, Google Sheets
- **Programming Languages:** Python, Pandas, Numpy, SQL
- **Data Processing:** Data Cleaning, ETL, Data Modelling
- **Databases:** MySQL, PostgreSQL
- **Certification:** [PwC Certified PowerBI Developer](#)

Experience

Emoment India Pvt. Ltd. | Data Analyst | Nov 2023 – Present | Bhubaneswar, India

- Analyzed **market trends** for 50+ brands, boosting **GMV by ₹3 Cr** through targeted initiatives.
- Conducted **inventory analysis** in **PowerBI**, optimizing stock levels to drive a **12% revenue increase**.
- Reduced **product return rates by 23%** for key brands through **detailed data analytics and insights**.
- **Developed Power BI dashboards** and customer segmentation strategies using SQL & Excel to accelerate sales.

Nirmalya Labs Pvt. Ltd. | Data Analyst | July 2023 – Oct 2023 | Bhubaneswar, India

- **Developed Power BI dashboards** from **factories sales data** for **decision making and growth**.
- Enhanced **advertising campaign performance**, increasing **ROI by 9%** through data-driven targeting.
- Optimized **SQL query operations**, improving database performance by over **50%**.
- Used **Power BI dashboards and data visualization** to refine audience segmentation and ad effectiveness.

Nirmalya Labs Pvt. Ltd. | Data Analyst Intern | Jan 2023 – June 2023 | Bhubaneswar, India

- Utilized **SQL, Power BI, and Python** for efficient data processing and analytics.
- Increased **operating efficiency by 30%** through workflow optimization and database tuning.
- Automated reporting using **Excel (VLOOKUP, Pivot Tables)**, saving **2+ hours per day**.

Personal Projects

Maple Hardware: Interactive PowerBI Dashboard | PowerBI, Data Modelling and Cleaning | Jan 2023 - Jan 2023

- Developed an interactive PowerBI dashboard for Brunox Electronics, enhancing strategic decision-making with dynamic visualizations that **reduced data trend identification time by 40% and improved decision accuracy by 30%**.
- Streamlined data modeling and cleaning processes, **reducing preparation time by 25% and boosting data accuracy by 15%**.

Education

Silicon Institute Of Technology, Bhubaneswar
Master of Computer Application

Nov 2021 – July 2023
Bhubaneswar, Odisha