Akash Kumar *Data Analyst*

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🔗 https://itsaakashgupta.github.io/ in https://www.linkedin.com/in/itsaakash-gupta/

🧠 TECHNICAL SKILLS

Business Intelligence & Visualization
Power BI(DAX, Power Query), Tableau, Excel

Data Analytics & Modeling
Data Cleaning, EDA, Data Modeling, KPI Reporting

Programming & Databases
SQL, MySQL, PostgreSQL, Python (Pandas, NumPy)

Tools & Platforms
GitHub, VS Code, CRM Tools

Other
Prompt Engineering, Dashboard Storytelling

🎓 EDUCATION

Ram Lakhan Singh Yadav College,
Bachelor of Arts (Psychology)
2021 – 2025 | Ranchi

Marwari College,
Intermediate (Computer Science)
2019 – 2021 | Ranchi

Adarsh Vidya Mandir,
Secondary Education - 90%
2019 | Ranchi

🌐 LANGUAGES

Hindi: (Native)

English: (Fluent)

📚 COURSES

Google Data Analytics, *Coursera*

Google AI Essentials, *Google*

Data Analyst skilled in SQL, Power BI, Tableau, Excel, and Python with hands-on experience in developing end-to-end analytics solutions. Experienced in data cleaning, modeling, DAX, and Power Query to build KPIs and drive insights. Delivered real-world projects like "SmartDash" and "QuickBite Express", uncovering customer behavior trends and operational inefficiencies. Strong in data storytelling, dashboard UX design, and communicating insights, backed by an analytical foundation from Psychology.

📁 PROJECTS

QuickBite Express - Business Recovery Dashboard,
Tech Stack: Power BI, MySQL, SQL, DAX, Power Query 🔗
- Built end-to-end dashboard analyzing order drop, SLA breaches, customer churn, and revenue trends.
- Modeled 8 CSV files using **snowflake schema**, created DAX KPIs (SLA Miss %, Churn %, Avg Rating, Revenue).
- Identified major issues: **70% order drop**, **55% SLA breaches**, sharp decline among top 5% customers.

SmartDash - Small Business Al-Driven Dashboard (Power BI + Python),
Tech Stack: Python (Pandas), Power BI, Excel
- Designed sales & inventory dashboard for small retailers with automated Python-based cleaning.
- Highlighted top-selling items, peak hours, and stockout risks for better operational planning.

Netflix Data Analysis Using PostgreSQL,
Tech Stack: PostgreSQL, SQL (CTEs, Window Functions) 🔗
- Analyzed 6,000+ records to uncover genre popularity, original content growth, and production hubs.
- Used advanced SQL to extract insights supporting content strategy and market analysis.

Sales Insights Dashboard - Tableau, *Tech Stack: Tableau, Excel* 🔗
- Built interactive dashboard with KPIs for sales, profit, and quantity across categories and regions.

💼 EXPERIENCE

Branch Relationship Executive, *Randstad (SBI Cards)*
04/2024 – 07/2024 | Ranchi
- Engaged with eligible bank customers, communicated product benefits, and drove credit card conversions through need-based discussions.
- Managed and updated daily customer leads from the bank's CRM system, ensuring accurate tracking of funnel movement and follow-ups.

Customer Care Executive, *OYO (Ayuda Solutions Pvt. Ltd.)*
10/2022 – 12/2022 | Ranchi
- Handled **80+ inbound calls/day**, assisting customers in finding suitable hotels based on budget, location, and preferences.
- Facilitated bookings and secured payments by providing clear recommendations and guiding customers through the reservation process.