

## OBJECTIVE

Dynamic and detail-oriented aspiring Data Analyst with a strong data analysis, programming, and database management foundation. Passionate about transforming data into actionable insights and driving strategic decisions.

## EXPERIENCE

### DATA ANALYST | Traegen Systems

January 2022 - Present

- **End-to-End Analysis:** Executed an end-to-end sales analysis project for a client generating competitive business insights from 5 years of sales data.
- **Infrastructure Creation:** Established a robust data and reporting infrastructure leveraging DAX & SQL, enabling real-time insight into product performance, marketing funnels, and business metrics.
- **User Engagement:** Deployed Tableau Server and Power BI on AWS using EC2 instances, ensuring that our analytics platforms operate in the cloud, scale efficiently to meet demand, and can be easily managed and updated.
- **Collaboration Analysis:** Utilized Amazon S3 to store shared datasets and reports, while leveraging AWS Identity and Access Management (IAM) to securely manage access and control user roles and permissions. This ensures that all stakeholders work with the most up-to-date data and insights in a secure environment.
- **Dashboard Development:** Spearheaded the design and implementation of dynamic, interactive dashboards in Tableau, visualizing 20+ KPIs across multiple operational domains to drive actionable insights and enhance data-driven decision-making.
- **Data Modeling:** Designed and implemented complex data models in Power BI using advanced DAX and SQL, optimizing data relationships and ensuring accurate, scalable reporting to support business analysis and strategic decision-making.
- **Time Series & Forecasting:** Applied time series analysis and forecasting techniques using Power BI and DAX, enabling the prediction of future sales trends and helping the client make proactive business decisions based on data-driven insights.
- **Python Integration:** Leveraged Python for advanced data analysis, automation, and predictive modeling, enhancing the data processing pipeline and enabling more accurate insights and forecasts within the Power BI environment.
- **Machine Learning:** Implemented machine learning models in Python to predict customer behavior and sales trends, integrating these models with Power BI to provide actionable insights and enhance decision-making through data-driven predictions.

## SKILLS

**Data Analysis and Programming:** Python (Pandas, NumPy, Django/Flask), SQL, JavaScript, and Java.

**Visualization Tools:** Power BI, Tableau, Matplotlib, Seaborn.

**Data Management & Tools:** ETL, Excel, Git, Docker, JSON & API Integration, AWS.

**Machine Learning (Basic Knowledge):** Scikit-Learn, TensorFlow.

**Soft-Skills:** Analytical thinking, Problem Solving, Attention to Detail, Communication Skills, Team Collaboration.

## EDUCATION

Indira Gandhi National Open University, Patna, Bihar, India

JUNE 2016 - DEC 2020

Bachelor of Computer Applications — Computer Science (65%).

## PROJECTS

### Churn Analysis

**Tools: Power BI, Python, SQL, Machine Learning (Random Forest Algorithm)**

This Project leverages advanced techniques to identify and mitigate customer attrition, by employing a Random Forest Algorithm and analyzing customer behavior patterns to provide actionable insights that enhance retention strategies. [REPO LINK](#)

### Web-based CRM Tool

**Tools: Python, Django, MySQL, JavaScript**

Developed a web-based Customer Relationship Management (CRM) application using the Django framework recognized for its simplicity and scalability. This application efficiently manages and stores customer data with MySQL as the relational database management system, streaming customer interactions and enhancing user experience. [REPO LINK](#)

### Face Detector System

**Tools: Python, OpenCV**

Implemented a K-NN classification algorithm for face recognition, utilizing OpenCV and Haar Cascades for accurate frontal face detection. Achieved an impressive error rate of less than 5% on a dataset of 1,000 images, demonstrating the system's reliability and effectiveness in real-world application. [REPO LINK](#)

### Amazon Sales Dashboard in Tableau

The **Tableau** dashboard provides a comprehensive view of Amazon's sales performance, enabling stakeholders to make data-driven decisions. By leveraging interactive features and visualizations, users can gain deeper insights into their sales data, track performance, and identify opportunities for growth and optimization. [REPO LINK](#)

## CERTIFICATES

- Python for Data Science and Machine Learning – Udemy.
- Data Analytics Bootcamp – Analyst Builder by Alex Freberg.
- Data Visualization with Power BI – Udemy.
- Java Full Stack Developer Bootcamp – JSpiders, Bangalore.

**DECLARATION:** I declare that all the information provided above is accurate and true to the best of my knowledge.

**NAME :** ABHIMANYU KUMAR