

PRAVEEN K

Data Analyst

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PROFESSIONAL SUMMARY

Data Analyst fresher with hands-on experience in **Python, SQL, MS Excel** and **Power BI**, specializing in data cleaning, exploratory analysis, and interactive dashboard development. Proven ability to extract actionable insights from large datasets and translate them into business-driven decisions through real-world projects and internships.

INTERNSHIP EXPERIENCE

Data Analytics Intern – Solutions Pro Company, Trichy | Jun 2024 – Aug 2024

- Cleaned and transformed structured datasets using SQL, improving data quality for analysis and reporting
- Developed interactive Power BI dashboards to track key business metrics performance trends
- Performed exploratory data analysis (EDA) to identify patterns and support data-driven decisions

Python Intern – Solutions Pro Company, Trichy | Jan 2025 – May 2025

- Conducted data analysis using Python (Pandas, NumPy) and SQL across multiple datasets
- Built Power BI reports and Excel dashboards for summarizing insights and business KPIs
- Automated data preprocessing workflows to improve efficiency and reduce manual effort

SKILLS

Programming: Python | **Databases:** SQL | **Data Visualization:** Power BI, MS Excel, Tableau

Data Analysis: Data cleaning, data transformation, exploratory data analysis (EDA)

Tools: Power BI Desktop | **Concepts:** Data modelling, dashboards, KPI analysis, Business Intelligence, Statistical Analysis

PROJECTS

Smartphone Market Analysis 2018–2026 (Python, SQL, and Power BI)

- Engineered data preprocessing and transformation workflows in Python/SQL to analyse longitudinal smartphone sales data across 15+ brands.
- Identified that mid-range segment CAGR outpaced premium by 12%, informing a go-to-market insight report.
- Built predictive trend visualisations in Power BI, forecasting category-level demand through 2026 using historical growth rates.

Nykaa Campaign Intelligence Hub

- Processed and analysed **55,000+ marketing records** across 6 channels (email, social, influencer, paid, affiliate, in-app)
- Designed a multi-page Power BI dashboard to track ROI, CTR, and campaign performance
- Discovered that **email and influencer channels contributed 61% of total revenue** with lowest acquisition cost

Customer Churn Analysis (SQL, Power BI)

- Analysed customer behavioural data to compute churn risk scores based on tenure, usage, and subscription patterns
- Identified high-risk segment (<6 months tenure with no add-ons) with **68% churn probability**, enabling targeted retention strategies
- Built an interactive Power BI dashboard with DAX measures (churn rate, retention probability, at-risk customers)

EDUCATION

B.Tech – Artificial Intelligence & Data Science, Vetri Vinayaha College of Engineering and Technology | 2026

ADDITIONAL SKILLS

- Analytical thinking and problem solving
- Data interpretation and reporting
- Basic statistical understanding
- Attention to detail
- Effective communication and teamwork
- Quick learner with adaptability