Ayush Vishwakarma

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Skills

Microsoft Power BI | MYSQL | Python | Excel | Power Query | DAX | Data cleaning | Data Modeling | ETL (Extract Transform Load) | KPIs/metrics | Ad Hoc Analysis | Hypothesis testing | Pandas | Numpy | Data integrity | Business Acumen | Outlier detection | Google Analytics | Reporting | Presentation | Google Cloud Platform | Attention to Detail | Problem Solving | Adaptability | Creative thinking | Analytical thinking

Experience

Digital Marketing Intern   3CANS   *Bengaluru, Remote*   **04/2020 - 08/2020**

- Created and strategies for clients' FB campaigns and curated their Flipkart/Amazon store, resulting in a bestseller with a **4.3** rating
- Designed and curated engaging content for social media platforms that gained the first **100** followers
- Resolved needless time for content approval and distribution by **50%** by implementing a Google Sheets content calendar
- Assisted in creating and editing marketing materials, **25 pieces/per month** of content such as graphics and videos

Projects

Finance Department Invoice Dashboard – Power BI Coding Invaders Capstone project
- Developed an automated dashboard solution by collating region-specific sheets, cleaning unwanted data, and mapping data with master tables eliminating the need for monthly updates from individual analysts. **(07/2023) (Live Dashboard)**

Insights generated:
- Vendors serve multiple countries, excluding one. Significant PPC variance observed
- Top two vendors dominate with a **91.09%** share. Germany leads in invoice count

Providing Insights to Management – SQL challenge by Codebasics
- Tackled **10** ad hoc requests using SQL in SQL Server Management Studio. Analyzed data for top-tier management, utilizing CTEs, multiple joins, subqueries, and window functions **(08/2023) (Presentation)**

Insights generated:
- Drove a **73.23%** sales increase through strategic retail expansion and optimized product placement
- Accessories grew by **38.20%**, while Networking saw a **3.37%** growth. Boosted distributor channel sales by **11.30%**

IMDB Movie Revenue data analysis using Python
- Investigated the dynamic interplay between ratings and revenue, providing valuable insights into the factors impacting a movie's financial success. **(09/2023) (Github Link)**

Insights generated:
- Top revenue-generating year: 2016. Movies falling under genres 'Adventure,' 'Action,' 'Horror,' and 'Crime': **485**
- Movies earning over $75 million: **318**. The IMDb dataset's **75th** percentile rating stands at **7.4**

Education

Bachelor Of Commerce	Intermediate	High School
● Lucknow Christian College **(Lucknow University) 06/2019 - 07/2022**	● Rani Laxmi Bai Senior Secondary School **04/2018 - 03/2019**	● Rani Laxmi Bai Senior Secondary School **04/2017 - 04/2018**

Certifications (Links)

Coding Invaders: (Jan 2023 - Jan 2024)
- Acquired advanced Excel proficiency by analyzing **8+ datasets**, such as Zomato, E-commerce, and bike-sharing datasets
- Accomplished hands-on experience in extracting, cleaning, and transforming data for over **12+ datasets** ensuring data accuracy for reporting
- Executed **5+ Power BI** dashboards spanning various domains and industries, including sales, finance, and IT
- Completed **12+ capstone projects**, applying comprehensive data analytics skills to address diverse business challenges

Power BI Data Visualization and Dashboard Tips Tricks & Techniques: (May 2023)
- Gained LinkedIn Learning Certificate. Executed Dax Function and explored Power Query in-depth

HackerRank SQL: (Dec 2023)
- Earned 755 points and achieved the Gold level. Practiced Aggregate Functions, JOINS, and Subqueries

Innovating with Data and Google Cloud: (Dec 2023)
- Explored the different Google Cloud data management solutions that are available

Excel for Business Analytics: (Feb 2023)
- I use VLOOKUP, create Pivot tables, sort data, apply SUMIF, utilize IF-ELSE conditions, implement COUNTIF, and apply Conditional Formatting in my data analysis workflows

Publications and Achievements

- **Business Magazine:** Contributed an insightful article to Business Magazine, a prestigious publication in our college, highlighting the significance of event organization and its impact on business growth **(12/2020)**
- **Freelance Website Designer**: Successfully developed over **25+** websites for diverse clients within 2 years **(01/2021- 11/2023)**