
SNEHA KUMARI

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Summary

Data Analyst with a passion for uncovering insights and driving business growth through data driven decision making, seeking to leverage skills in data visualization, statistical analysis ,and data management to drive success.

Experience

Data Analyst

8/2022 to Current

COGNIZANT TECHNOLOGY SOLUTIONS

- Created Interactive and Highly Informative Power BI Reports using Different Visualization's and features.
 - Worked on Power BI Data Modeling and Power query editor concepts like Star Schema, Dimensions and Fact Tables.
 - Was responsible for performing Data Analytics and Generative Insights as per the Business Requirements.
 - Excellent in analytical thinking for translating data into informative visuals and reports, experienced in developing custom visuals for Power BI.
 - Improved Dashboard usability by implementing interactive visualizations resulted in a 20% increase in user engagement.
 - Collaborate with cross functional teams to identify business requirements and develop data-driven solutions.
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Key Skills

- Microsoft Power BI
 - SQL
 - Qlik Sense
 - Data Cleaning
 - Excel Functions
 - Data Validation
 - Power Automate
 - Power App
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Education

Bachelor of Technology: Civil Engineering
Techno Main Salt Lake, Kolkata
Completed

2022
West Bengal

High School : **PCM**
Teresa Block Kusum Vihar, Koyla Nagar
Completed

2018
Jharkhand

WORK PROJECTS

MERCK AND -BI PLATFORM CONSOLIDATE :-

- Worked on Power BI Desktop (visuals and filters, object, chart, Measure)
- Providing the securities for reports/dashboards by assigning roles.
- Creating and maintaining multiple Power BI Reports.
- Collecting Requirements from Business Analyst.
- Created Drill through in reports.
- Analyzing and Reviewing use cases.
- Ensure data quality, integrity and security and implement data governance policies.

CUSTOMER PURCHASE BEHAVIOUR ANALYSIS :-

- Data Extraction: Extracted customer purchase data from a database using SQL.
- Data Analysis: Analyzed data using Excel (PivotTables, Charts) to identify:
 - Top-selling products
 - Customer purchase frequency
 - Average order value
- Data Visualization: Created a dashboard using Power BI to visualize the findings.
- Insights and Recommendations: Presented findings and insights to stakeholders, recommending targeted marketing campaigns and customer loyalty programs.

CERTIFICATES

- The Complete SQL Bootcamp : Go from Zero to Hero (**Udemy**)
- Microsoft Certified - Power BI Data Analyst Associate (PL-300)
- Qlik Sense for Data science and BI

LANGUAGES

- English
- Hindi

HOBBIES

- Cooking
- Dancing
- Traveling