ADARSH REJI

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PROFESSIONAL SUMMARRY

Aspiring Data Analyst with expertise in Power BI, SQL, Excel and data storytelling. Proficient in Power Query (M), DAX, and data modelling to create impactful visual reports. Strong communicator with experience collaborating in cross-functional teams to deliver data-driver insights.

EDUCATION

- Bachelor of Computer Science and Engineering – KITS   2021-2025
  CGPA: 6.37
- Higher Secondary (12th standard) – SKVHSS   2021
  Percentage: 89
- Secondary (10th) – SKVHSS   2018
  Percentage: 78

SKILLS

- Data Analytics: SQL, Power BI, Excel, A/B Testing, EDA, KPI Analysis, Python (Pandas, Matplotlib, NumPy, Seaborn), Statistics.
- Data Processing: Power Query, Data Cleaning, ETL, Data Wrangling, Data Modelling (Basic), DB Normalization.
- Data Visualization & Insights: Excel & Power BI Dashboards & Reports, Storytelling with Data, Figma

INTERNSHIP EXPERINCE

Data Analytics & AI Virtual Internship | Nyeste Venture Technologies Pvt Ltd   May 2024 (5 days).
Key Achievements:
Gained hands-on exposure to AI concepts and data analytics workflow. Designed and developed interactive Power BI dashboards to track project KPIs, enabling 100% on-time project delivery.
Tools Used: Python, Power BI, Excel, DAX

PROJECTS

1. Sephora Customer Behaviour Analysis | Python (Pandas, Seaborn, Matplotlib, NumPy) **| *Repository***

- Performed **exploratory data analysis** on Sephora product and customer dataset to uncover **purchasing trends.**
- Identified top-selling product categories and **customer retention behaviour.**
- Highlighted **metrics** like average order value, return rates, and sales distribution across categories.

2. Digital Marketing Campaign Performance Dashboard | Excel, Power BI, DAX **| *Repository* |** *Live Dashboard Link*

- Analyzed campaign-level **marketing dataset** containing impressions, clicks, leads, and revenue and build Power BI dashboard to monitor metrics like **CPC, CPA, ROI,** and **Conversion rate.**
- Communicated findings through reports and presentations to enchance **decision making.**
- Helped identify underperforming campaigns and provided **actionable insights** to optimize spend.

3. Airbnb Listings Market Analysis | Python (Pandas, Matplotlib, Seaborn) **| *Repository***

- Analyzed **Airbnb** New York City dataset to study **pricing, host activity**, and **location popularity**.
- **Cleaned and processed raw data**, **handled missing values**, and visualized insights using Python.
- **Discovered overpricing patterns** in popular neighbourhoods and **visualized them through comparative charts.**
- **Suggested pricing strategy** for new hosts based on neighbourhood and listing type.

CERTIFICATIONS

Python for Data Analysis | Singularis Software Technologies • 2024
– Covered core Python libraries like Pandas, NumPy, and data manipulation techniques.
Data Analytics & AI | Nyeste Venture Technologies • 2024
– Learned end to end data analysis process including cleaning, exploration, and business insight generation.