

# PRADEEP KUMAR

## DATA ANALYST

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https://www.linkedin.com/in/pradeep-kumar-data-enthusiast/

Results-Driven Data Analyst | Expertise in Microsoft Excel, SQL, Power BI, Tableau, and Python | Delivering Actionable Insights and Data-Driven Solutions

### EDUCATION

#### B.Tech in Electronics & Communication Engineering

Quest Group of Institutions, Mohali  
Aug 2012 – Jul 2016

### SKILLS

#### Tools & Technologies:

- SQL
- Python
- Power BI
- Tableau
- Microsoft Excel

#### Core Skills:

- Data Analysis
- Data Visualization
- Data Cleaning
- Data Mining
- Data Modeling
- Report Generation
- Business intelligence
- Data storytelling
- Collaboration Skills
- Statistical Analysis
- Machine Learning

#### Technical Expertise:

- Exploratory Data Analysis (EDA)
- Competitive Analysis
- Business Statistics
- KPI development
- ETL

### LANGUAGES

- **English:** Proficient
- **Hindi:** Fluent

### EXTRA-CURRICULAR ACTIVITIES

#### Workshops Volunteer | Brainiac

Solutions | (March 2016 - May 2016)

- Organized and coordinated technical workshops.
- Delivered technical demonstrations to enhance participant learning.

### PROFESSIONAL SUMMARY

Data Analyst with expertise in **SQL, Power BI, Tableau, Python**, and **Excel**. Skilled in analyzing datasets to extract **actionable insights**, design impactful **dashboards**, and **optimize** data workflows. Proficient in enhancing reporting accuracy, **automating pipelines**, and delivering measurable results through **stakeholder collaboration**.

### EXPERIENCE

#### Data Science Intern

AI Variant | Aug 2024 – Nov 2024

- Engineered and **preprocessed** datasets for **machine learning** models, improving performance by 20% through effective **feature selection** and **data cleaning**.
- Applied machine learning metrics and techniques, resulting in a 15% improvement in **model accuracy** and **performance**.
- Collaborated with cross-functional teams to **optimize workflows**, reducing **model development** time by 25% and **boosting overall efficiency**.

#### Data Analyst Intern

AI Variant | Nov 2023 – Aug 2024

- Analyzed large datasets to uncover trends and provide insights that guided strategic **business decisions**.
- Streamlined **reporting** processes and designed **automated dashboards** using SQL, Power BI, and Tableau, reducing manual effort by 30% and reporting time by 25%.
- Collaborated with stakeholders to present actionable findings, enhancing **cross-functional** understanding of **data processes**.

### PROJECTS

#### Real News Vs Fake News Detector

[Project Link](#)

- Developed a machine learning model to classify news as real or fake using features from a labeled dataset.
- Trained and deployed a Random Forest model, achieving high classification accuracy for distinguishing between real and fake news

#### Email Marketing Campaign Success Prediction

[Project Link](#)

- Built a predictive model for email campaign success, optimizing key features like Emails\_Opened and Purchase\_History.
- Applied feature selection techniques to reduce multicollinearity and improve model accuracy.

#### Ecommerce Analytics (Olist Store Analysis)

[Project Link](#)

- Developed Power BI dashboards, reducing report preparation time by 25% and improving insights by 15%.
- Conducted competitive analysis to recommend data-driven product pricing strategies.

#### Zomato Analysis

[Project Link](#)

- Led a team to create dashboards, improving user engagement and restaurant performance by 20%.
- Performed MySQL-based analysis to deliver actionable growth strategies.

#### Stock Market Analysis

[Project Link](#)

- Conducted EDA to identify trends and patterns in stock market data.
- Visualized findings through Power BI and Tableau to enable data-driven investment decisions.

### CERTIFICATIONS

- **Data Science Certification Course**, ExcelR | Sept 2024
- **Data Visualization with Python**, IBM CognitiveClass | Aug 2024
- **Certificate Program in Data Analyst**, NASSCOM | July 2024
- **Data Analyst Certification Course**, ExcelR | April 2024