

SANJAY S

Data Analyst

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[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

PROFILE SUMMARY

Aspiring Data Analyst with hands-on experience in data modeling, visualization, and statistical analysis using Power BI, Python, and SQL. Proven ability to translate raw data into strategic insights to support business decisions.

SKILLS

Programming Languages: Python, SQL, DAX

Data Analysis & Processing: Data Wrangling, Data Cleaning, Statistical Analysis, Exploratory Data Analysis (EDA), Data Transformation, Data Mining

Data Visualization: Power BI, Advanced Excel (Pivot Tables, Charts)

Databases: MySQL, PostgreSQL, Oracle, Relational Databases

Development Tools: Git, GitHub, Visual Studio Code (VSCode), Jupyter Notebook

Methodologies: Agile, Software Development Life Cycle (SDLC)

Data Structures: Expertise in Data Structures

PROJECTS

Integrated Business Analytics for Decision-Making

Project Link: [Sales Analysis](#)

Analyzed supply and demand dynamics in the Indian beverage market through comprehensive sales and inventory data analysis.

- Designed a unified Power BI dashboard to analyze key **business domains** including Sales, Inventory, and Finance using raw data from **Excel**, **PDF**, and **CSV** sources.
- Performed extensive **data cleaning** and **transformation** using **Power Query** and **DAX** to handle inconsistent formats, missing values, and multi-source integration challenges.
- Developed interactive visuals such as KPIs, **slicers**, **trend lines**, **maps**, and **matrix** tables to deliver actionable insights across regions, **time periods**, and product categories.
- Enabled business users to monitor stock movement, **sales performance**, and **financial metrics** in real time, significantly improving operational visibility and decision-making.
- **Tools & Technologies:** Power BI (DAX, Power Query, Data Modeling), Excel (Formulas, Pivot Tables), Data Cleaning, Visualization, Multi-Source Integration

Kerala Tourism Visitor Trend Analysis

Project Link: [Trend Analysis](#)

Analyzed multi-year Kerala tourism data from **PDFs and web sources** to uncover domestic and foreign visitor trends. Highlight top districts, countries, and post-COVID growth patterns.

- Extracted and consolidated tourism data from PDF reports and web sources, covering domestic and foreign visitor trends across Kerala's districts from 2017 to 2023.
- Built interactive Power BI dashboards with KPIs, slicers, and drill-through features to visualize yearly trends, top origins, and most-visited locations.
- Applied advanced data cleaning and transformation using Power Query and DAX to unify formats and resolve inconsistencies in heterogeneous data sources.
- Enabled insights into post-pandemic tourism recovery, district-level visitor distribution, and foreign vs. domestic travel patterns.
- Tools & Tech: Power BI (DAX, Power Query, Data Modeling), Web Data Extraction, PDF Data Handling, Data Visualization, Excel.

CERTIFICATIONS

- **IBM Data Analysis with Python**
- **IBM Data Visualization with Python**
- **IBM SQL and Relational Databases 101**
- **FreeCodeCamp Data Analysis with Python**

EDUCATION

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|---|----------------|
| • Data Analytics Certification
Basant Technologies, Chennai | 2025 - Present |
| • Bachelor of Computer Applications
Calicut University | 2020 - 2023 |
| • Computer Science (12th Grade)
HSC CGPA:6.92 | 2019 - 2020 |