

# PARTH ARORA

Data Analyst – Power BI · SQL · Python · GCP

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## PROFESSIONAL SUMMARY

Entry-level Data Analyst with hands-on experience in SQL, Python, Excel, Power BI, and Google BigQuery. Trained through Google and IBM certification programs, with practical exposure to data cleaning, exploratory analysis, KPI tracking, and dashboard development. Actively building real-world analytics projects focused on translating raw data into clear, business-ready insights.

## SKILLS

**Technical Skills:** SQL (Joins, Aggregations), Python (Pandas, NumPy, seaborn, matplotlib, scikit), Power BI (DAX, Power Query), GCP (BigQuery), Excel.

**Core Competencies:** Data Cleaning, EDA, ETL, KPI Analysis, Dashboarding, Problem-Solving, Analytical Thinking.

## ANALYTICS EXPERIENCE

### Tata Data Visualisation: Job Simulation

NOV-2024

- Developed interactive dashboards in Power BI, improving data-driven decision-making by 20%.
- Enhanced Power BI skills by analyzing 50K+ rows of business data, identifying key KPIs for executives.
- Gained proficiency in business analysis, aligning data visualization projects with organizational objectives.

### PwC Switzerland Power BI Job Simulation

JAN-2025

- Conducted market analysis and provided strategic insights, improving business recommendations by 15%.
- Performed churn analysis using data modeling techniques, identifying key factors affecting customer retention and improving insights by 20%.

## PROJECTS

### Customer Churn Analysis

-Power BI

- Created a Power BI dashboard to analyze a \$2.86M churn problem across 1,869 customer accounts.
- Identified that 88% of customer churn originated from subscribers on month-to-month contracts.
- Provided data-driven recommendations to improve retention by converting high-risk monthly customers to annual plans.

### Pharma Group AG Employee Demographics and Performance Dashboard

-Power BI

- Designed a Diversity & Inclusion dashboard in Power BI to analyze HR data for over 650 employees across 8 job levels.
- Analyzed hiring and promotion data, revealing that female employees were promoted significantly faster on average (1.86 years vs. 3.00 years for males at the Executive level).
- Provided key insights into workforce composition, highlighting gender distribution imbalances at senior levels to inform strategic HR decisions.

### Car Dekho Insights Analysis

-Python & SQL

- Utilized advanced SQL queries, including JOINs and aggregate functions, to extract and analyze data from a dataset of over 8,000 vehicle listings.
- Identified key market trends, such as 2017 being the peak sales year and petrol being the most popular fuel type, providing actionable insights for inventory and pricing strategies.

### Additional Projects

- Netflix Data Analysis -Excel & Python
- E-commerce Sales Analysis: -Excel
- Exploring the Public Cryptocurrency Datasets Available in BigQuery -Big Query(GCP)
- IBM Capstone Project -Python,SQL,IBM Cognos

## CERTIFICATIONS

- IBM Data Science Professional Certificate – Comprehensive 12-course professional program
- IBM Data Analyst Professional Certificate – Comprehensive 11-course professional program
- Google Cloud Data Analytics Certificate – Google Cloud SkillBoost program
- Data Analysis and Visualization using Power BI by Microsoft
- Python Data Analytics by Meta
- Data Manipulation and Transactions in SQL Server by Microsoft

## EDUCATION

Bachelor of Computer Application (DS), Echelon Institute of Technology, Faridabad (2023–2026) | CGPA: 7.7  
AISSE (Class XII, Commerce) | Shri Guru Nanak H/S Public School, Rudrapur | (2022–2023) | 93.6%  
AISSE (Class X) | Shri Guru Nanak H/S Public School, Rudrapur | (2020–2021) | 91.6%