

VIJAYALAKSHMI R

Data Analyst | SQL · Power BI · Python · Excel · Tableau

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PROFESSIONAL SUMMARY

Entry-level Data Analyst (MCA, CGPA 8.71) with hands-on experience in SQL, Power BI, Python, and Excel across two analytics internships and five end-to-end projects covering data cleaning, statistical analysis, dashboard development, and stakeholder reporting. Skilled in writing SQL queries and DAX measures, building interactive dashboards, and turning raw multi-source data into business-ready insights. Actively building a portfolio of self-directed analytics projects on GitHub.

TECHNICAL SKILLS

Data Analytics & BI: SQL, Power BI (DAX, Power Query, Data Modeling), Tableau, Excel (Pivot Tables, VLOOKUP, INDEX-MATCH)

Programming: Python (Pandas, NumPy, Matplotlib, Scikit-learn), PySpark, Jupyter Notebook

Databases & SQL: MySQL, SQL Server, Azure SQL Database, PostgreSQL, Oracle — Joins, Subqueries, CTEs, Window Functions, Query Optimization, ETL

Analysis: Exploratory Data Analysis, Statistical Analysis, Hypothesis Testing, Data Cleaning, KPI Tracking, Data Storytelling

Tools: Git, GitHub

PROFESSIONAL EXPERIENCE

Software Product Owner Intern — ITkraftz

Jul 2025 – May 2026

- Analyzed 500+ network traffic records using Python and SQL to identify usage patterns, security threats, and threat-classification trends
- Designed and executed structured testing cycles with development and QA teams, translating findings into system optimization decisions
- Translated stakeholder requirements into structured, developer-ready technical specifications for an AI-powered analytics system

Data Analytics Trainee — Edunet Foundation

Dec 2024 – Mar 2025

- Cleaned and standardized multi-source datasets in Excel and Power BI, improving data reliability for downstream KPI reporting
- Designed interactive Power BI dashboards to track business performance metrics, adopted for regular team review
- Delivered trend analysis and visualizations that directly informed stakeholder decision-making

PROJECTS

Retail Sales Analysis Dashboard | SQL, Tableau | [GitHub](#)

- Cleaned and analyzed a 1,200+ record retail sales dataset using SQL to evaluate sales, customer, product, and regional performance
- Built an interactive Tableau dashboard tracking KPIs including Total Sales, Profit, Average Order Value, and Profit Margin using charts, maps, and filters
- Pinpointed underperforming regions and product categories through SQL analysis, surfacing clear targets for sales and inventory improvement

Real Estate Market Analysis | Python, SQL, Tableau | [GitHub](#)

- Performed exploratory data analysis and statistical modeling on 1,000+ housing records using Python and Pandas to uncover key pricing drivers
- Applied correlation analysis and hypothesis testing to quantify the impact of location, size, and age on price, ranking the strongest predictors
- Built Tableau dashboards visualizing regional price trends, giving stakeholders a clear, data-backed view for market comparisons

Startup Funding Intelligence Platform | Power BI, DAX | [GitHub](#)

- Built a Power BI intelligence platform analyzing 5,000+ startup funding records to surface funding, investor, and industry patterns
- Designed interactive dashboards with DAX measures covering funding trends, investor activity, industry breakdowns, and geographic analysis
- Cleaned and modeled multi-source funding data, translating patterns into a business intelligence view of investment trends by sector and region

Myntira E-Commerce Data Analytics | Excel, Python, SQL Server, Power BI, DAX | [GitHub](#)

- Analyzed 5,000+ e-commerce transactions using Excel, Python, Microsoft SQL Server, and Power BI to profile sales, product, and return behavior
- Performed data cleaning, transformation, and exploratory analysis in Python and SQL to flag brand-, discount-, and rating-driven return trends
- Developed an interactive Power BI dashboard with KPIs, slicers, revenue trends, category analysis, and top-performing brands/products
- Wrote SQL queries and DAX measures to calculate revenue, orders, units sold, average order value, and return rate for executive reporting

EDUCATION

Master of Computer Applications (MCA) — Brindavan College, Bangalore 2024 – 2025

CGPA: 8.71

B.Sc. Physics, Mathematics, Computer Science — Jyoti Nivas College, Bangalore 2020 – 2023

CGPA: 6.95

CERTIFICATIONS

- Data Analysis — LinkedIn Learning
- Tableau — Simplilearn
- Power BI — Simplilearn
- Python for Beginners — Simplilearn
- Crash Course on Python — Google (Coursera)