

PRAFUL KATARIYA

Data Analyst

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PROFESSIONAL SUMMARY

An Electrical & Electronics Engineering graduate student (2026) with hands-on experience in SQL, Python, Power BI, DAX, and ETL gained through a Business Analyst internship and three end-to-end analytics projects. Skilled in data cleaning, dashboard development, and translating raw data into actionable business insights. Seeking a Data Analyst role to apply strong analytical and visualization skills in a growth-oriented environment.

TECHNICAL SKILLS

Languages & Libraries: Python (Pandas, NumPy, Matplotlib), SQL

Databases: SQL Server, Relational Database Design, Joins, CTEs, Window Functions, Views

BI & Visualization: Power BI, DAX, Power Query, Excel (Pivot Tables, Charts)

Analytics: Data Cleaning, ETL Pipeline Development, Data Modeling, KPI Development, Exploratory Data Analysis (EDA)

Tools: Git, GitHub, VS Code, Google Sheets, Advanced Excel, AWS Basics

EXPERIENCE

Business Analyst Intern — Edutainer (EdTech)

Jan 2026 – Apr 2026

- Gathered business requirements from product and content teams and translated them into actionable data insights supporting course engagement strategy.
- Built and maintained Power BI/Excel dashboards tracking learner engagement and course completion metrics for weekly stakeholder reviews.
- Analyzed enrollment and completion trends to identify drop-off points, recommending retention improvements.
- Automated recurring reports, reducing manual reporting effort and enabling faster, data-driven decisions.

PROJECTS

RetailMart Sales Analytics Dashboard

SQL | Power BI | Power Query | DAX | Excel

- Designed an end-to-end BI dashboard analyzing sales, profitability, customer behavior, and market performance.
- Cleaned and modeled business-ready datasets using Power Query; built DAX measures for KPIs, trends, and customer segmentation.
- Delivered executive insights and revenue growth recommendations through interactive, data-driven reports.

Investment Portfolio Risk Analytics

SQL Server | Python (Pandas) | Power BI

- Designed a normalized SQL Server database for clients, portfolios, assets, holdings, and trading transactions.
- Built a Python ETL pipeline to generate and load financial datasets; created SQL views and four Power BI dashboards for executive KPIs, portfolio distribution, and risk analysis.

Customer Churn Analysis

SQL | Python | Power BI

- Performed EDA on 10,000+ customer records to identify usage, subscription, and demographic factors driving churn.
- Built interactive Power BI dashboards to monitor churn trends and support customer retention strategy.

EDUCATION

Bachelor of Engineering – Electrical and Electronics Engineering

2022 – 2026

JAIN College of Engineering, VTU | CGPA: 7.2

CERTIFICATIONS

Data Analytics Course — Tutedude (Completed April 2026)