

# Aritra Khanra

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## PROFESSIONAL SUMMARY

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A BCA graduate turned aspiring Data Analyst, passionate about transforming raw data into actionable insights. Skilled in SQL, Excel, and Power BI, with hands-on experience in analyzing business datasets and creating interactive dashboards. Recognized for strong analytical thinking, problem-solving abilities, and clear communication. Excited to apply data skills to real-world projects and contribute to business growth in a collaborative environment.

## EDUCATION

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<b>Bachelor of Computer Applications</b> (Computer Applications) Indira Gandhi National Open University	2019 - 2024 Grade: 59.14%
<b>Intermediate (Class XII)</b> New Andul H.C School	2015 - 2016 Grade: 58.0%
<b>Matriculation (Class X)</b> New Andul H.C School	2012 - 2014 Grade: 71.0%

## PROJECTS

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**E - Commerce Project** ( [Github](#) ) December 2025

- Built 3 interactive Power BI dashboards to analyze Amazon sales, customer behavior, and product performance across 4 zones and 5 categories.
- Analyzed 113K+ customers, 602K+ orders, and Rs.107M+ revenue using DAX and KPIs (AOV Rs.949, return rate 27%, ratings 2.73) to identify trends and high-performing regions.
- Performed customer segmentation and time-series analysis (2015–2020), identifying a 40% revenue growth in 2020 and key business insights.

**Chinook Music Store Analysis** ( [Github](#) ) August 2025

- Performed end-to-end SQL analysis using JOINS, CTEs, subqueries, and window functions on customer, invoice, and track data.
- Analyzed revenue by country, genre, and customer segments, identifying USA as top market and Rock as best-selling genre; calculated 73% churn using cohort logic.
- Segmented high- vs low-value customers by lifetime spend and frequency, delivering retention and loyalty insights with optimized, readable SQL queries.

**AstroSage Call Center Optimization Project** ( [Github](#) ) June 2025

- Analyzed 28K+ consultation records using Excel (Pivot Tables, XLOOKUP, COUNTIFS, SUMIFS) to evaluate agent performance and revenue.
- Identified 43.5% success rate, avg rating 2.93, and Rs.2.14L revenue, with call-based consultations outperforming chat.
- Analyzed time-slot trends (08:00 AM–04:00 PM peak) and recommended process, training, and schedule optimizations to improve service quality and revenue.

## CERTIFICATIONS

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**Professional Certificate in Data Analyst** Newton School April 2025

- Currently pursuing **Data Science certification at Newton School**, covering **machine learning, statistics, and data visualization**.
- Trained in **SQL, Advanced Excel, and Power BI** with hands-on experience in **data analysis and reporting**.
- Applying analytical skills on **real-world datasets** to support **data-driven decision-making**.

## SKILLS

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**Computer Languages:** SQL, Python, Python, SQL

**Data Tools:** Power BI, Power BI, NumPy

**Software Packages:** Excel, Pandas, Excel, MySQL

**Soft Skills:** Written communication, Critical Thinking, Communication Skills

**Others:** Microsoft Office, Spreadsheet, Analytics