

# Aritra Khanra

[LinkedIn](#) • [Github](#)

## PROFESSIONAL SUMMARY

---

Data Analyst skilled in SQL, Excel, Power BI, and Python with hands-on experience in data analysis, dashboard development, KPI reporting, and business insights generation. Built analytical solutions using datasets containing 600K+ orders and 100K+ customers. Currently pursuing Data Science at Newton School and seeking opportunities in Data Analytics and Business Intelligence.

## EDUCATION

---

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

## EXPERIENCE

---

**Tech Support Executive** March 2026 - Present  
Urban Harvest *Noida*

- Provided technical support and resolved system/application-related issues for users.
- Worked with SQL, APIs, and Microsoft Excel for data analysis, troubleshooting, and reporting.
- Used the Zoho platform to manage tickets, workflows, and customer data.
- Coordinated with internal teams to ensure smooth operations and quick issue resolution.

## PROJECTS

---

**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

---

**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

---

**Computer Language:** Python, SQL

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

**Databases & Data Tools:** Excel, MySQL, Power BI, Spreadsheet

**Domain & Business Skills:** Analytics

**Frameworks & Libraries:** Microsoft Office, NumPy, Pandas