

Dhruv Kanther

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PROFESSIONAL SUMMARY

Detail-oriented Data Analyst skilled in SQL, Power BI, Excel, and Python with a Data Science Certification and hands-on project experience in sales, investment, and customer behavior analysis. Former Analyst at Deloitte, where I improved process efficiency by 20% and reduced data errors by 30%. Passionate about turning raw data into actionable insights to drive business growth.

EDUCATION

Bachelor of Technology (Electronics and Telecommunication Engineering) MIT Academy Of Engineering	2018 - 2022 Grade: 7.1/10.0
Intermediate (Class XII) Central Academy	2016 - 2017 Grade: 70.4%
Matriculation (Class X) Central Academy	2014 - 2015 Grade: 8.0/10.0

EXPERIENCE

Software Developer March 2025 - Present
Smart Technologies Outsourcing Private Limited *Pali*

- Designed and developed data-driven Power Apps to capture, validate, and manage structured business data across workflows using SharePoint, Dataverse, and Excel.
- Performed data cleaning, transformation, and validation using Power Apps formulas and created summary metrics and analytical views for operational reporting.
- Automated data workflows using Power Automate, improving data accuracy and process efficiency for stakeholders.

Analyst January 2023 - August 2023
Deloitte India Consulting Private Limited *Mumbai*

- Optimized CRM processes by collaborating with 5+ cross-functional teams, automating workflows and customizing solutions that improved efficiency by 20%.
- Developed and optimized complex SQL queries for data extraction and analysis, reducing report generation time by 25% and improving data accuracy.
- Led and streamlined 3+ UAT testing cycles, implementing data validation techniques that reduced data errors by 30% and enhanced platform reliability.
- Earned Salesforce Administrator and Platform Developer-1 certifications, demonstrating expertise in Salesforce customization and development.

PROJECTS

Hotel Booking Analysis (EDA) ([Github](#)) January 2026

- Analyzed 119K hotel booking records to identify drivers of cancellations, guest behavior patterns, and revenue-impacting metrics.
- Discovered peak cancellation trends during July–August and highlighted policy risks with non-refundable bookings showing a 94.7% cancellation rate.
- Identified high-value customer segments: international guests showed 33% lower cancellations, 15% higher ADR, and longer average stays. • Evaluated loyalty impact: repeat guests had a 7.6% cancellation rate compared to 28.3% for first-time guests.
- Compared hotel types, finding City Hotels with higher ADR but 30% cancellations versus 23.5% at Resort Hotels.
- Demonstrated that special requests were associated with a 50%+ reduction in cancellation likelihood.
- Skills/Tools: Python (Pandas, Matplotlib, Seaborn), Jupyter Notebook, EDA, Data Visualization, Business Insights

Chinook Music Store Analysis ([Github](#)) July 2025

- Analyzed sales data of 10,000+ records to uncover trends in genres, artists, and customer behavior, driving actionable marketing insights.
- Identified top-selling tracks and artists, segmented customers by 5+ demographics/regions, and evaluated purchasing trends to improve targeting.
- Delivered insights that supported customer retention strategies, boosting potential lifetime value prediction accuracy by 20%.

- Skills/Tools: SQL (queries, joins across invoice, track, genre, customer tables), Excel/Google Sheets (pivot tables, charts, dashboard creation).

AstroSage Analysis ([Github](#))

June 2025

- Proposed a Rs.1 crore investment plan to improve customer satisfaction, operational efficiency, and profitability.
- Designed initiatives including technology upgrades, workforce upskilling, and marketing expansion to strengthen service delivery and visibility.
- Projected outcomes: 25% increase in market reach and improved long-term competitive positioning.
- Skills/Tools: MS Excel (data cleaning, pivot tables, dashboards, aggregation, presentation).

State of Louisiana - Child Abuse Application (Client Project)

March 2023

- Designed workflows to streamline case tracking and improve case closure time by 30% March 2023
- Achieved a 25% reduction in report generation time by restructuring complex SQL queries using efficient joins, CTEs, optimized filters, and better indexing practices
- Executed cross-functional testing and iterative workflow refinements
- Skills/Tools: Salesforce, Salesforce Admin, UAT, MySql

CERTIFICATIONS

Professional Certificate in Data Science - April 2025 Newton School

April 2025

- Completed an intensive certification program covering data analysis, statistical modeling, and data visualization
- Applied concepts to 3+ real-world projects/case studies, gaining hands-on experience in predictive modeling, trend analysis, and business insights. • Developed and presented interactive dashboards and reports, improving data storytelling and decision-making.

- Skills/Tools: SQL, Power BI, Spreadsheets (Excel/G-Sheets), Statistics, Python (Numpy, Pandas), EDA.

Administrator Salesforce

August 2023

Salesforce

Platform Developer-1 Salesforce

March 2023

Salesforce

SKILLS

Computer Languages: Python, SQL, HTML, JavaScript, SQL, Python

Data Tools: NumPy, Power BI, Power BI

Software Packages: Pandas, Excel, MySQL, Excel

Soft Skills: Public speaking, Verbal/nonverbal communication, Written communication, Team Building, Time management, Decision-making, Teamwork, Critical Thinking, People skills, Presentation Skills

Others: Git and Github, Microsoft Office, Spreadsheet, Analytics