

Naman Mittal

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PROFESSIONAL SUMMARY

Certified Data Analyst with 6 months of experience in Excel, Power BI, SQL (MySQL, BigQuery), and Python. Skilled at building dynamic dashboards, automating reports, and analyzing large datasets to deliver actionable insights. Passionate about turning data into clear, impactful stories that drive smarter decisions.

EDUCATION

Bachelor of Engineering (Computer Science) 2021 - 2024
S.D. College of Engineering Technology Grade: 7.6/10.0

Intermediate (Class XII) 2020 - 2020
S.D. Public School Grade: 89.0%

EXPERIENCE

Data Analyst September 2024 - February 2025
Magic Billion *Noida*

- Conducted 10+ campaign analyses and optimized key marketing metrics (CAC, CPL, CPQL) to improve performance across marketing and sales teams.
- Designed and managed 15+ dashboards, delivering actionable insights and performance tracking for marketing, sales, and team operations.
- Automated data fetching from Salesforce to Google Sheets using Apps Script, reducing manual effort by 80% and saving 10+ hours per week.
- Extracted, validated, and updated 50K+ rows of data using SOQL in Salesforce, ensuring 99% data accuracy and streamlining reporting workflows.

PROJECTS

Netflix EDA Project ([Github](#)) ([Demo](#)) April 2025

- Cleaned and preprocessed **9,827 rows** of Netflix data, handling missing values and irrelevant columns.
- Categorized and exploded genre values, managing spaces and commas.
- Converted data types for year-based analysis and categorized numerical values.
- Created visualizations with **Seaborn** and **Matplotlib** to analyze genre distribution, release trends, and popularity.

Zomato Sales Analysis ([Github](#)) ([Demo](#)) September 2024

- Developed a comprehensive Power BI dashboard analyzing sales and user performance for Zomato across **822 cities**.
- Identified key sales trends, including yearly sales growth, city-wise sales performance, and user behavior patterns.
- Detected a **data inconsistency** caused by missing restaurant IDs, leading to a gap between total amount and category-wise sales.
- Provided actionable insights on sales performance, active users, and order trends to improve business strategy.

Sales Dataset Analysis ([Github](#)) ([Demo](#)) May 2024

- Generated MySQL queries for retrieving real-time sales data sets consisting of **1.5 lakh** observations.
- Demonstrated potential impact on revenue, regional strategy, and forecast accuracy.
- Created an interactive Power BI dashboard for data exploration and interpretation.
- Skills: Power BI, MySQL, Data Sets, Data Visualization

Analytical CRM Development For A Bank ([Github](#)) ([Demo](#)) March 2024

- Consolidated Excel and CSV datasets in one workbook, cleaned data using Excel.
- Analyzed customer churn via SQL queries, developed interactive dashboards, and derived insights to reduce churn.
- Delivered actionable insights on customer churn through data analysis and visualizations, enhancing retention strategies.
- Skills: Excel, Power BI, MySQL, PowerPoint, Data Visualization

DataScience Salary Dashboard ([Github](#)) ([Demo](#)) November 2023

- Employed pivot tables to systematically organize and summarize complex data sets.
- Crafted graphical representations, including charts, to visually illustrate and discern sales trends and patterns.
- Compiled these visualizations into a sophisticated dashboard, facilitating comprehensive data analysis.
- Skills: Excel, Pivot Tables, Dashboard Creation, Data Interpretation, Data Models

CERTIFICATIONS

MySQL Mastery: Case Study Challenges Conquered CodeChef ([Link](#)) February 2025

- Writing optimized and efficient SQL queries for large datasets.
- Using Joins, Subqueries, and CTEs to handle relational data effectively.
- Leveraging Window Functions to analyze trends and rankings.
Creating Views to structure complex queries for better maintainability.
- Implementing CASE expressions for conditional logic in SQL.

Newton School Professional Certificate in Data Science ([Link](#)) September 2023

- Analyzed diverse datasets using Python and SQL, deriving actionable insights.
- Developed dynamic visual reports in Power BI, reducing report generation time by 30%.
- Leveraged statistical techniques to optimize processes, resulting in a 15% increase in efficiency.
- Proficient in spreadsheet analysis, facilitating data-driven decision-making.
- Skills: Data Visualization Tools, Data Models.

SKILLS

Computer Language: Python

Courses: Data Structure

Soft Skill: Communication Skills, Critical Thinking, Decision-making, Leadership

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

Domain & Business Skills: Analytics

Frameworks & Libraries: Pandas