

Niladri Sarker

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PROFESSIONAL SUMMARY

Data Analyst with over 3 years of experience working with data, systems, and reporting to support business and technical teams. Skilled in SQL, Power BI, Core Python and Excel with hands-on experience in data extraction, data cleaning, analysis, and visualization. Brings a detail-oriented approach, strong problem-solving skills, and clear communication. Motivated to grow in the data-driven domain.

EDUCATION

Bachelor of Technology (Computer Science) Kalyani Government Engineering College	2018 - 2022 Grade: 8.56/10.0
Intermediate (Class XII) Tufanganj NNM High School	2016 - 2017 Grade: 70.2%
Matriculation (Class X) Tufanganj NNM High School	2014 - 2015 Grade: 87.0%

EXPERIENCE

Data Analyst (Programmer Analyst) September 2022 - October 2025
Cognizant Technology Solutions *Kolkata*

- Conducted data cleaning, transformation, and analysis on large-scale financial datasets using **MS Excel** and **SQL**; refined and optimized database queries using **DbVisualizer** for reliable data extraction and validation, leading to a **15%** improvement in data quality.
- Analysed system and operational performance by extracting key business metrics, developing interactive **Excel** dashboards, and performing trend analysis to identify risks and inefficiencies, resulting in an **12%** improvement in client productivity and enabling data-driven strategic decisions.
- Handled and analysed high volumes of **ServiceNow** incident tickets by prioritizing critical workflows, standardizing processes, and applying agile practices, achieving a **8%** improvement in SLA compliance and boosting overall team efficiency.

PROJECTS

Bank CRM Analysis January 2026

- Analyzed bank customer data using DAX measures and calculated columns in Power BI to identify key drivers of churn, including credit score, account balance, and product usage; visualized findings through charts and interactive reports.
- Investigated customer exit reasons using structured reports and visual analytics and segmented high-risk customers and developed data-backed retention strategies.
- Designed visual dashboards to support targeted marketing campaigns for high-risk segments and recommended continuous monitoring of churn trends through automated reporting.

Instagram Social Media Analysis ([Github](#)) October 2025

- Performed data analysis on Instagram user and post data using MySQL, including data cleaning, validation, and preparation, to evaluate engagement, retention, acquisition, and content performance metrics.
- Applied SQL techniques such as JOINS, CTEs, RANK, COUNT, and aggregations to segment users, identify high-performing content, and uncover patterns and KPIs influencing user behaviour and repeat engagement.
- Generated insights and recommendations to support targeted marketing strategies, content optimization, and user growth based on observed trends and performance metrics.

Zomato Restaurant Analysis ([Github](#)) July 2025

- Analysed multi-country restaurant data using MS Excel (Pivot Tables, charts, and slicers) to evaluate restaurant distribution, pricing trends, cuisines, competition, ratings, and customer behaviour.
- Identified key patterns such as high-demand regions with limited supply, regional customer preferences, and factors influencing ratings, delivery adoption, and dining experience.
- Recommended data-driven strategies including market expansion in high-opportunity regions, pricing adjustments aligned with local trends, improvements in delivery and table booking features, and enhancement of offerings by benchmarking top competitors.

SKILLS

Computer Languages: SQL, Python, Python, SQL

Data Tools: Power BI, Power BI

Software Packages: Excel, Windows, Excel, MySQL

Soft Skills: Presentation Skills, Leadership, Creativity, Teamwork, Critical Thinking, Communication Skills

Others: Microsoft Office, Spreadsheet, Jira