

Prasanna K K

[LinkedIn](#)

PROFESSIONAL SUMMARY

Motivated Data Analyst Fresher with hands-on experience in Excel, SQL, Power BI, and Tableau, specializing in data cleaning, data analysis, and dashboard development. Skilled in transforming raw data into clear, actionable insights through analytical reporting and visualization. Strong foundation in business metrics, KPI tracking, and data-driven decision-making, with practical exposure to real-world datasets. Actively seeking an entry-level Data Analyst / Business Analyst / BI Analyst role to contribute analytical skills in a professional environment.

EDUCATION

Bachelor of Science (Mathematics) Sourashtra College	2016 - 2019 Grade: 7.0/10.0
Intermediate (Class XII) St.Mary's Higher Secondary School	2015 - 2016 Grade: 77.5%
Matriculation (Class X) St.Mary's Higher Secondary School	2013 - 2014 Grade: 89.4%

PROJECTS

Bank CRM Project ([Github](#)) ([Demo](#)) November 2025

- Tools Used: SQL, Power Bi
- Cleaned 10,000+ customer records and performed EDA using SQL to understand churn, customer value, and activity patterns.
- Built Power BI dashboards including KPIs, customer segments, churn indicators, and revenue distribution.
- Identified high-value customer segments and behavioural patterns to support retention strategies.

Social Media ([Github](#)) ([Demo](#)) September 2025

- Tools Used: SQL
- Analyzed a social media dataset (100 users, 257 posts, 8.7K likes, 7.4K comments) using SQL and dashboards.
- Cleaned and validated tables (users, posts, likes, comments, tags) ensuring reliable analysis.
- Built KPIs including engagement rate, likes/comments distribution, posting frequency, and follower-following ratios.
- Identified top-performing hashtags, best posting times (5 PM–11 PM), and high-engagement days (Wed–Thu).
- Segmented users into Highly Engaged, Active, General, Passive categories for targeted re-marketing.
- Created a Google Sheets dashboard showcasing engagement trends, hashtag performance, and creator leaderboard.
- Delivered insights that supported content strategy, re-engagement planning, and influencer targeting.

AstroSage Call Center Investment Analysis ([Github](#)) ([Demo](#)) June 2025

- Tools Used: Excel
- Designed a data-driven Excel dashboard to optimize Rs.1 Cr call center investment and improve Return on Investment (ROI).
- Performed data cleaning, transformation, and EDA by handling null values, duplicates, and applying conditional logic.
- Built Pivot Tables, charts, and KPIs to track agent productivity, call abandon rates, and customer satisfaction (CSAT).
- Delivered actionable insights that reduced drop rates by 40% and increased CSAT by 25%.

CERTIFICATIONS

SQL-Intermediate HackerRank ([Link](#)) February 2026

- Completed HackerRank SQL (Intermediate) Certification assessment
- Gained hands-on experience in writing complex SQL queries using JOINS and subqueries
- Applied aggregation functions including COUNT, SUM, AVG, GROUP BY, and HAVING
- Performed data extraction and transformation for analytical reporting tasks
- Strengthened analytical thinking and problem-solving skills through SQL-based scenarios

Data Analyst Phase Certificate – Newton School (NSDC Accredited) Newton School ([Link](#)) October 2025

- Successfully completed the Data Analyst Phase as part of the Professional Certification in Data Science & Artificial Intelligence
- Gained hands-on experience in data cleaning, data transformation, and exploratory data analysis (EDA)
- Built analytical solutions using SQL, Excel, and Power BI on real-world business datasets
- Developed business metrics, KPIs, and performance reports to support data-driven decision-making
- Designed interactive dashboards and visual reports for insights and stakeholder reporting
- Strengthened analytical thinking, problem-solving, and data interpretation skills aligned with industry use cases

Power BI Newton School ([Link](#))

October 2025

- Completed practical training in Power BI as part of the Data Analysis program
- Designed data models and relationships for analytical reporting
- Performed ETL operations using Power Query for data cleaning and transformation
- Developed DAX measures and calculated columns for KPIs and business metrics
- Built interactive dashboards using slicers, filters, and drill-down functionality
- Created business intelligence reports to support data-driven decision-making

SQL Newton School ([Link](#))

September 2025

- Completed an industry-aligned SQL program as part of the Data Analysis curriculum. Gained strong hands-on experience in
- Data extraction, querying, and validation using SQL
- Data cleaning and transformation techniques for structured datasets
- Writing complex queries using joins, subqueries, and Common Table Expressions (CTEs)
- Applying window functions for analytical and reporting use cases
- Solving real-world business problems using analytical SQL queries on production-like datasets

Spreadsheet Newton School ([Link](#))

June 2025

- Skilled in data cleaning, data transformation, and data analysis using advanced Microsoft Excel functions
- Experienced in creating Pivot Tables, interactive dashboards, and data visualization reports
- Proficient in lookup and logical functions including VLOOKUP, INDEX-MATCH, XLOOKUP, and conditional formulas
- Applied spreadsheet-based analytical techniques to real-world data analysis and reporting projects
- Utilized Excel for data-driven decision-making, trend analysis, and performance reporting

SKILLS

Computer Languages: Python, SQL

Data Tools: PostgreSQL, Power BI, NumPy

Software Packages: Pandas, Matplotlib, Excel

Soft Skills: Time management, Critical Thinking, Communication Skills

Others: Spreadsheet, Analytics