Tanupriya Awasthi

[LinkedIn](#) • [Github](#)

PROFESSIONAL SUMMARY

An enthusiastic Data Analyst with strong skills in SQL, Excel, Power BI, and Python. Advancing my expertise by building a solid foundation in data analysis. Passionate about solving real-world problems through data-driven insights and eager to contribute meaningfully to begin my professional journey in data science.

EDUCATION

Master of Business Administration (Finance)   2021 - 2023
Rameshwaram Institute of Technology   Management   Grade: 7.26/10.0

Bachelor of Commerce (Statistics)   2017 - 2020
Nari Shiksha Niketan PG College   Grade: 72.7%

Intermediate (Class XII)   2016 - 2017
New Era Girls Inter College   Grade: 75.0%

Matriculation (Class X)   2014 - 2015
New Era Girls Inter College   Grade: 83.0%

EXPERIENCE

SDS Associate   September 2024 - April 2025
Amazon   *Lucknow*

- Managed large datasets of order, shipment, and customer records, ensuring data accuracy and integrity for reporting purposes.
- Created and maintained daily, weekly, and monthly operational reports in **Excel** (VLOOKUP, Pivot Tables, Conditional Formatting) for internal teams and management review.
- Monitored KPIs such as order processing times, return rates, and productivity, highlighting trends and anomalies to supervisors.
- Improved issue resolution time by 60% through data-driven decision-making using **SQL and Excel**.
- Collaborated with sellers and internal teams to uncover root causes, optimize processes, and enhance overall customer satisfaction.

MIS Executive   June 2021 - August 2024
New Way Junior High School   *Lucknow*

- Maintained and updated student, faculty, and administrative records in structured formats for reporting purposes.
- Prepared **daily/weekly reports** covering student attendance, academic performance, and activity participation for management review.
- Monitored key school KPIs (attendance rates, pass percentages, enrollment trends, transfer rate) and provided insights to the academic coordinator for decision-making.
- Coordinated with teaching and administrative staff to resolve data discrepancies and ensure accuracy in reports.

PROJECTS

Customer, Agents & Sales Analysis ([Github](#))   July 2025

- Cleaned and structured customer, agent, and order data using **SQL** to ensure referential integrity and data consistency.
- Analyzed sales trends, agent performance, and customer behavior to identify top revenue-generating regions and individuals.
- Built **SQL** procedures and user-defined functions to automate insights such as average outstanding, customer order history, and segmentation.
- Delivered actionable business recommendations, such as incentive plans for high-performing agents and strategies to boost sales in underperforming regions.
- Analyzed customer and sales data using advanced **SQL** (joins, window functions, CASE, date functions) to derive business insights.
- Skills: **MYSQL, Excel**

Hotel Bookings ([Github](#)) ([Demo](#))   February 2025

- Performed **EDA** on hotel booking dataset (ĩ19k records) using **Python (Pandas, Seaborn, Matplotlib)**.
- **Cleaned and preprocessed data** by handling missing values, outliers, duplicates, and incorrect data types.
- Analyzed cancellation trends, seasonal demand, and customer behavior across booking types and demographics.
- Delivered business insights
recommendations.
- Skills used : **Python**

Bank Churn Analysis (Github) (Demo) November 2024

- Conducted a multi-year churn analysis to identify influential factors and high-risk customer segments, using credit score analysis.
- Recommended tailored retention tactics like improved engagement strategies and targeted marketing.
- Advocated a customer-centric approach to enhance the loyalty and sustained growth.
- Correlated demographics like age and credit scores, balance and salaries with churn rates.
- Skills Used: **SQL , Power BI , MS Excel, MS Power Point**

IPL Player Performance Analysis (Github) (Demo) October 2024

- Developed a comprehensive data analysis project focusing on optimizing player selection for a sports team.
- Analyzed historical player performance data to derive key parameters and calculated KPIs that influence team success, such as average runs, wickets, consistency rate, and match impact score.
- Identified "best-fit" players based on various performance metrics and conditions like match type and opposition.
- Additionally, conducted an analysis on the influence of home-ground advantage, quantifying its impact on player and team performance metrics.
- Visualized findings using **SQL** queries, PowerPoint, and Word to present data trends, KPIs, and actionable insights that aid in strategic player selection and performance improvement.
- Skills: **SQL, Power Point, MS Word, MS Excel**

Zomato Restaurant Expansion (Github) (Demo) July 2024

- Analyzed country-wise restaurant density and ratings, highlighting top-performing markets for targeted expansions.
- Identified the best-rated cuisines receiving the highest ratings, indicating strong customer preferences.
- Derived insights to find the most competitive restaurants in specific countries to ensure new restaurants perform better.
- Extracted the average price of restaurants in every country and the average votes.
- Examined the impact of cuisine types, online delivery, and table booking on restaurant ratings, guiding service improvements.
- Skills: **MS Excel**

CERTIFICATIONS

Data Visualization Forage (Link) April 2025

- Completed a simulation involving creating data visualizations for Tata Consultancy Services
- Prepared questions for a meeting with client senior leadership
- Created visuals for data analysis to help executives with effective decision making

SQL(Advanced) HackerRank (Link) March 2025
Skills : MYSQL

Professional certification in Data Science Newton School (Link) June 2024

- **SQL** (Joins, Window Functions, CTEs, Subqueries)
- **Excel** (lookup, conditional formatting, data validation etc.)
- **Python for Data Science** (Pandas, NumPy, Matplotlib, Seaborn)
- **Power Bi** for visualization and reporting
EDA (Exploratory Data Analysis)
- **Business Analytics**
Decision-Making

SKILLS

Computer Languages: Python
Data Tools: Power BI
Software Packages: Pandas, Matplotlib, Excel, MySQL
Soft Skills: Written communication, Time management, Teamwork, Communication Skills
Others: Microsoft Office, Spreadsheet