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) Rameshwaram Institute of Technology Management	2021 - 2023 Grade: 7.26/10.0
Bachelor of Commerce (Statistics) Nari Shiksha Niketan PG College	2017 - 2020 Grade: 72.7%
Intermediate (Class XII) New Era Girls Inter College	2016 - 2017 Grade: 75.0%
Matriculation (Class X) New Era Girls Inter College	2014 - 2015 Grade: 83.0%

EXPERIENCE

SDS Associate
Amazon
September 2024 - April 2025
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.

Back Office Executive

New Way Junior High School

June 2021 - August 2024 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

- Performed EDA on hotel booking dataset (119k 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: MySQL, Excel, Matplotlib, Pandas

Soft Skills: Communication Skills, Teamwork, Time management, Written communication

Others: Spreadsheet, Microsoft Office