

Avinash Kumar

A Data Analyst Intern enthusiastic about extracting insights from data and analyzing trends. Proficient in Python, SQL, Excel, Tableau, Power BI and data visualization tools. Committed to excelling in my role and driven to expand my skill set. Eager to utilize skills to address real-world challenges.

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WORK EXPERIENCE

Data Analyst Intern

AlmaBetter

09/2022 - Present

Bengaluru

Tags: Python, SQL, Excel, Tableau, Power BI, Looker Studio, Supervised ML, Unsupervised ML

- Gained skills and experience of working on various concepts like **Data Pre-Processing, Data Wrangling, EDA, Feature Engineering, Data Visualization**, using tools like **Python, Excel, SQL**
- Developed **Machine Learning** models using **Regression, Classification** and **Unsupervised learning** techniques.
- Worked with Data visualization platform like **Tableau, Power BI** and **Looker Studio** to extract **visual** and **actionable insights**.

PROJECTS

Google Merchandise Store Analysis

AlmaBetter Verified Project [↗](#)

08/2023 - 08/2023

Tags: Looker Studio, Google Analytics, Cohort Analytics, Funnel Analytics, Charts

- Performed analysis on **Google Merchandise Store** website and developed multipage dashboard of **Google Analytics, Cohort Analytics, Funnel Analytics** on **Looker Studio**.
- In **Google Analytics**, plotted charts showing the comparison of **Transaction, Revenue, E-commerce Conversion Rate** for different channel groups and landing pages, **Revenue** generated from different age group and for different cities of USA.
- In **Cohort Analytics**, plotted charts showing the **conversion rate per user, user retention, bounce rate** along with total users, new users, conversion rate per user, time on screen, avg. price, order value for different countries over a period of time.
- In **Funnel Analytics**, plotted charts for **acquisition, activation, retention, revenue, referral** and also visualized **Funnel** showing the series of steps the user goes through to purchase a product.

Cat vs Dog Popularity in US

AlmaBetter Verified Project [↗](#)

07/2023 - 08/2023

Tags: Power BI, Dashboard, Charts

- Developed a dynamic **Power BI Dashboard** showing the comparison of pet ownership **trends** across time and regions.
- Used various **Power BI** charts for visualizing the **insights** after **importing** and **transforming** the dataset.

Play Store App Review Analysis System

AlmaBetter Verified Project [↗](#)

07/2023 - 07/2023

Tags: EDA, Dashboard, Tableau, Data Cleaning, Charts

- The objective was to **Explore** and **Analyze** the data to discover key factors responsible for app engagement and success.
- Performed **EDA** on both the datasets (Play Store Data & User Reviews) using various Python libraries to identify the **patterns, relationships** and derived useful **insights**.
- Develop an interactive **Dashboard** of Play Store App Review Analysis using **Tableau** to visualize the obtained insights.
- Obtained various useful insights such as : Highest number of **Installs** for **Free App, Games** and **Communication Category** and with **Content Rating Everyone**.

TECH STACK

Expertise in Languages and Tools(x/5)

Python - 4.5 || SQL - 4.4 || Excel - 4.5 || Tableau - 4.5 || Power BI - 4.5 || Looker Studio - 4.5 || HTML - 4.2 || C - 4.5 || GitHub - 4.1

ML Framework

Numpy, Pandas, Matplotlib, Seaborn, Plotly Sci-Kit Learn

Platform

Google Colab, Jupyter Notebook, PostgreSQL

Professional Skills

Data Science, Data Analytics, Business Analytics, ML Consulting, Analytics Consulting

RELEVANT PROJECTS

Advanced Excel Project by AlmaBetter [↗](#)

Built an Advanced Excel Project of Total Travel Expenditure Calculator

EDUCATION

— Masters of Computer Applications

Indira Gandhi National Open University, Delhi [↗](#)

2020 - 2022

Percentage - 65%

— Bachelors of Computer Applications

Indira Gandhi National Open University, Delhi [↗](#)

2017 - 2020

Percentage - 69%

PUBLICATIONS

Medium Blog

Use Cases of ML in Ecommerce [↗](#)

2023

ACHIEVEMENTS

Gold Badge in Python and SQL [↗](#)

HackerRank || Earned 443 points in Python and 650 points in SQL

INTERESTS

Teaching

Coding

Music

Travelling