UTKARSH SRIVASTAVA

Varanasi, U.P | 7007593697 | utkarshs294@gmail.com
https://www.linkedin.com/in/utkarsh-srivastava25
https://github.com/Utkarshs294

EDUCATION

➢ **Bachelor's Degree (B. Tech - M.E)**   (Aug 2013 – Dec 2017)

- Abdul Kalam Technical University, Lucknow, U.P
- Kashi Institute of Technology, Mirzamurad Varanasi

SKILLS

- **Programming:** SQL, Python Basics and Libraries, DAX, VBA Macros.
- **Software:**   Power BI Desktop, SQL server, Power query, Power BI service.
- **Soft skills:** Strong verbal and communication skills, along with effective presentation and negotiation abilities.
- **Analytical:** Advance Excel, Pivot Tables and visuals.

WORK EXPERIENCE

➢ **SJCS (Building Material Dealer), Varanasi:** - **Accounting Analyst**   **(**Feb 2018 – Nov 2022)

- Leveraged analytical skills to perform in-depth financial analysis, aiding in strategic decision-making processes.
- Managed financial data collection, analysis, and reporting, ensuring accuracy and compliance with industry standards.
- Developed and maintained financial models to forecast trends and provide insights, contributing to cost-saving initiatives.
- Collaborated cross-functionally to streamline data management processes, resulting in improved efficiency and reduced error rates.
- Prepared and presented comprehensive financial reports to stakeholders, facilitating informed business choices.
- Utilized advanced Excel functions and data visualization tools to create informative dashboards.
- Contributed to the optimization of financial processes, leading to a increase in operational efficiency within the accounting department.

➢ **HDFC Bank, Varanasi: - Marketing Analyst**   **(**Jan 2023 – Apr 2023)

- Conducted in-depth market research and analyzed customer behaviors, leading to the identification of key trends and insights utilized to shape effective marketing strategies.
- Collaborated cross-functionally, enabling targeted customer segmentation.
- Contributed to optimizing initiatives and supporting business growth.
- Leverage the data analytics techniques to uncover insights from large datasets, guiding the team in informed decision making.
- Analyzed the market trends and consumer behavior to provide the actionable insights and contributing to improvement in strategies.

PROJECTS

➢ **Super Store Sales Analysis Dashboard**
   Description: -

- In this Super Store sales dashboard, I created using Power BI, This powerful tool has allowed me to transform raw sales data into actionable insights, Success enabling businesses to make informed decisions and drive.
- To contribute the success of business by utilizing data analysis techniques provide insight & accurate sales forecasting.

   Insights: -
- Maximum sales are driven through COD payment mode.
- Maximum sales are from the Customer segment (48,04%) and then corporate (32,55%).
- Office supplies is the category that has the maximum sales.
- Most of the customers preferred standard class ship mode.
- Sales forecasting up to 15 days**.**

➢ **Music Store Data Analysis By SQL**
   Description: -

- I've completed a fascinating project on music store data analysis using SQL Workbench. Through this project, I delivered into the world of music sales, customer preferences & trends.
- The insights I gained are truly eye-opening and have the potential to transform the way we understand the music industry.

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   Insights: -
- Senior most employee on job title is Andrew Adam.
- USA is the country that has the greatest number of invoices.
- Prague city is the highest number of customers who purchase music.
- Argentina is the country that spent most on music.

   (For More Details Check Portfolio)!!

CERTIFICATIONS

- Google Data Analytics by Coursera.
- Data Analysis using excel by Great Learning.
- Data Visualization with Power BI by Great Learning.
- SQL Basics by Great Learning.
- Python fundamentals for Beginners by Great Learning.

VIRTUAL EXPERIENCE

- Data Analytics Virtual Consulting Internship by KPMG.
- Power BI Virtual Case Experience by PwC.
- Internship by Bharat Intern (Data Science).
- Internship by The Sparks Foundation (Data Science and Business Analytics).