

SONALI DAS

Bangalore, India | 7684899239 | sdasofficial1234@gmail.com | <https://www.linkedin.com/in/sonali-das-b17261233/>

Data Analyst with hands-on experience in data visualization, predictive modeling, and business intelligence. Proficient in Power BI, SQL, Python, and MS Excel, with a strong track record of transforming raw data into actionable insights. Adept at building dashboards, optimizing data processes, and leveraging analytics to drive business decisions. Passionate about data integrity and continuously improving analytical capabilities.

TECHNICAL SKILLS

- **Data Analytics:** Power BI, Tableau, Data Visualization, Insight Analysis
- **Programming & Scripting:** Python (Pandas, NumPy, Matplotlib, Scikit-learn)
- **Data Processing & Reporting:** MS Excel (Pivot Tables, VLOOKUP, Macros), Power Query, DAX
- **Predictive Modeling & Forecasting:** Machine Learning (Regression, Time Series, Classification)
- **Database Management:** Alteryx, SQL, MySQL, Informatica

WORK EXPERIENCE

System Engineer | TCS, Bengaluru

01/2024 – Present

- Streamlined workflows through automation: Implemented Excel macros/formulas and Python/SQL data pipelines, improving efficiency in mechanical design validation and data preparation.
- Enhanced decision-making with data: Developed predictive models for anomaly detection and delivered actionable insights through custom Power BI dashboards.
- Collaborated on design improvements: Validated mechanical designs, identified faults, and worked with design teams to implement effective resolutions.

Business Data Analyst | Muenot, Remote

05/2023 – 12/2023

- Drove efficiency and accuracy by automating repetitive tasks in mechanical design validation and data workflows using Excel and Python/SQL.
- Enabled data-driven decisions by developing predictive models for anomaly detection and delivering actionable insights through custom Power BI dashboards.
- Ensured robust designs through proactive validation, collaborative fault resolution, and the delivery of timely solutions.

Data Analyst Intern | Expresscart, Bhubaneswar

07/2022 – 12/2022

- Leveraged data analysis (Power BI, Excel) of over 20GB to drive 20+ strategic decisions, identifying key growth opportunities in customer acquisition and retention.
- Identified inefficiencies through market trend analysis, recommending solutions that yielded Rs20K in savings and improved sales forecasting by 15%.
- Developed SQL-based data models for sales forecasting and pricing analysis, directly contributing to optimized revenue strategies.

PROJECTS

Zomato Restaurant Analysis | Power BI

- Utilized Power BI and Python to examine customer sentiment and price elasticity across 9,551 restaurants.
- Built demand prediction models to optimize pricing strategies.

Air Cargo Analysis | SQL

- Developed SQL queries to analyze busiest airline routes and forecast seasonal demand trends.
- Implemented regression models to predict ticket sales, leading to a 25% revenue boost.

Comparison of Region-based Sales | Tableau

- Prepared dashboard to compare revenue distribution, KPIs, and sales trends between 2 selected regions of sample superstore.
- Increased sales by 45% on first order of Central & East region; analyzed by using charts, filter, calculated fields & parameters.

E-commerce Sales Analysis | MS Excel

- Created an insightful dashboard for 2015 sales by analyzing the growth trends of 4 product categories by using pivot table.
- Incorporated clustered column charts, bar charts, control combo box & data analysis add-in to accomplished top 10 products.

CERTIFICATIONS

- Power BI - Business Intelligence for Beginners to Advance: Udemy
- 2025 Tableau Certified Data Analyst Training: Udemy
- The Data Analyst Course: Complete Data Analyst Bootcamp: Udemy
- SQL - MySQL for Data Analytics and Business Intelligence: Udemy
- The Microsoft Excel Data Analysis Toolkit Bundle: Udemy

EDUCATION

Bachelor of Technology in Mechanical Engineering

07/2019 – 05/2023

Odisha University of Technology and Research, Bhubaneswar

Subject: Statistics, Probability, Engineering Mathematics

CGPA-9.23