

PURVI BAGGA

Aspiring Data Analyst | Python • SQL • Power BI • Excel
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PROFESSIONAL SUMMARY

Google-certified Data Analyst utilizing **SQL, Python, Power BI, and Excel** to build automated data pipelines and structured business reports. Skilled in exploratory data analysis (EDA) and defining actionable metrics for **KPI reporting, customer segmentation, and profitability analysis**. Adept at translating complex datasets into interactive visualizations and data-driven project insights.

TECHNICAL SKILLS

Tools & Technologies: MS Excel, Power BI, SQL, Python, Pandas, Jupyter Notebook, Git, CRM

SQL & Databases: Joins, Aggregations, Subqueries, CTEs, Window Functions, SQLite

Data Visualization: Tableau, Power BI, Advanced Excel (Pivot Tables, VLOOKUP)

Analytical Techniques: Exploratory Data Analysis (EDA), Statistical Modeling, Data Cleaning, ETL Pipelines

Business Concepts: KPI Reporting, Data Governance, Customer Segmentation, Business Analysis, Conversion Analysis, Profitability Analysis, K-Means Clustering, Trend Analysis

PROJECTS

Sales Performance Analysis | Python, SQL, Power BI | [LINK](#)

- **Engineered a data pipeline** using Python (Pandas) and SQL to clean and transform a dataset of **51,000+ retail records**, uncovering trends across 21 variables to evaluate profitability and customer behavior.
- **Extracted data insights** using advanced SQL queries to analyze **\$12.64M in sales and \$1.47M in profit**, identifying a **102.5% YoY profit increase** from 2011 to 2014.
- **Developed an interactive Power BI dashboard** featuring critical business KPIs; isolated Technology as the highest-margin category (13.99%) and exposed Furniture as the lowest margin (6.98%) to guide product strategy.

Customer Segmentation & Conversion Analysis | Python, SQL, K-Means Clustering, Power BI | [LINK](#)

- **Processed and structured** an e-commerce dataset of **10,000+ customers** across 14 behavioral variables using SQL and Python (Pandas, NumPy) to evaluate purchasing and engagement patterns.
- **Applied K-Means Clustering** to segment users into 5 distinct behavioural profiles, revealing that **two high-value clusters generated 76% of total revenue** despite representing only 31% of the customer base.
- **Developed an interactive Power BI dashboard** tracking cart abandonment, campaign response, and cluster metrics; provided data-driven recommendations for targeted marketing and customer retention strategies.

CERTIFICATIONS & LEADERSHIP

Google Data Analytics Professional Certificate | Coursera | [LINK](#)

Event Coordination: Managed logistics and data for college festivals, ensuring streamlined execution of student-led initiatives.

Technical Leadership: Organized academic quizzes and supported technical event execution for 100+ participants.

EDUCATION

Bachelor of Computer Applications (BCA) | CGPA: 8.18 | 2023 – 2026

- University of Lucknow
- Relevant Coursework: DBMS, Python, Operating System, Data Structures & Algorithms, Artificial Intelligence, Mathematics

Senior Secondary (CBSE) | 88.0% | 2023

- Lucknow Public School, South City