

Neelam Tiwari

Data Analyst

Detail-oriented Data Analyst with hands-on experience in Excel, Power BI, and SQL. Passionate about turning data into actionable insights to support business decision-making.



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Nagpur, India

Career Expertise

Data Analyst

Eliora Technology Private Limited.

03/2022 - 12/2024

- ▶ Designed a dynamic Power BI dashboard to track monthly revenue and product-wise performance.
- ▶ Used DAX formulas to create custom measures.
- ▶ Connected and cleaned Excel datasets in Power Query for seamless updates.
- ▶ Filtered regional data insights to help understand underperforming zones.
- ▶ Cleaned and transformed large datasets using Excel and Power Query for reporting and analysis.

Customer Service Representative

Vflyorions Technologies Private Limited.

01/2021 - 02/2022

- ▶ Handled customer queries and resolved issues efficiently, maintaining customer satisfaction.
- ▶ Started learning data analysis alongside the role, applying Excel and basic SQL to streamline internal reporting.

Qualifications

Bachelor Of Engineering

Rajiv Gandhi College of Engineering and Research | Nagpur

Certifications

Data Analytics Master Course

IIM Skills

Activites

Tata Data Visualisation: Empowering Business with Effective Insights Job Simulation on Forage - August 2025

Tata Consultancy Services (via Forage) | Virtual

- ▶ Completed a job simulation involving data visualizations for Tata Consultancy Services.
- ▶ Created impactful visuals to support executive decision-making.
- ▶ Prepared insightful questions for a mock client leadership meeting.

Core Skills

Exploratory Data Analysis (EDA)

Data Cleaning & Preparation

Data Visualization

Microsoft Excel

SQL (MySQL)

Power BI

Python

R Language

Tableau

Ability to Work Under Pressure

Ability to work in a team

Advance Analytical Thinking Skill

Adaptability

Critical thinking and problem solving

Languages

English

Hindi

Marathi



Projects

Customer Feedback Analysis

Excel + Python or Power BI

- ▶ Analyzed customer survey data to identify satisfaction trends and areas for improvement.
- ▶ Imported CSV survey data and cleaned missing/inconsistent entries.
- ▶ Grouped responses by product and service category.
- ▶ Visualized Net Promoter Score (NPS) and sentiment trends.
- ▶ Suggested actionable insights to improve customer service.

Keyword Research Analytics

MySQL and PowerBI

- ▶ Extracted and cleaned keyword performance data from a structured MySQL database, focusing on metrics like search volume, CPC, CTR, and keyword difficulty.
- ▶ Imported processed data into Power BI to build interactive dashboards for SEO performance tracking.
- ▶ Visualized keyword trends, top-performing keywords by traffic and CTR, and identified high-opportunity keywords with low competition.

Sales Analysis – Walmart

- ▶ Cleaned and preprocessed raw sales data to remove null values, fix data types, and handle inconsistencies.
- ▶ Performed Exploratory Data Analysis (EDA) to identify sales trends, store-wise performance, and holiday impacts.
- ▶ Applied grouping and filtering techniques in Pandas to analyze monthly, store-type, and department-wise sales.
- ▶ Created visualizations with Matplotlib and Seaborn to represent trends, correlations, and insights clearly.
- ▶ Derived actionable insights for decision-making such as stocking strategy, discount timing, and store performance comparison.