Ananaey Garg

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SKILLS

Programming Languages:	Java, Python, C, C++, R
Databases:	MySQL
BI & Visualization Tools:	Power BI, Tableau, Advance Excel
Soft Skills:	Communication & Presentation Skills, Team Work
Other Skills:	Business Analysis, Digital Marketing, Machine Learning

PROJECTS

Assessing Business Projects with an Approach of Data-Driven Decision-Making

- Analyzed the feasibility of acquiring smaller organizations to enhance a company's year-on-year margin improvement from **11%** towards the industry average of **26%.**
- Analyzed data on employee base expansion, niche technology specialization, and cross-sell opportunities to determine acquisition impact.
- Provided strategic recommendations, suggesting alternate strategies that could potentially lead to a higher margin improvement rate.

Solving Case Problems of Technology-Driven Businesses

- Utilized **MS Excel** to process and analyze climate data across **29 Indian states**, identifying key regions with diverse climatic conditions suitable for hotel industry growth.
- Created visualizations, including bar graphs and Clustered Column Charts, to compare hotel presence and recommend strategic locations for expansion, with a particular focus on states with **3 types of climatic conditions**.
- Provided insights into the average rainy season duration, which affects the **hospitality industry** in different regions.

Sales Performance Analysis Using Power BI

- Transformed and analyzed a dataset of **60,000 entries** using **Power BI** for comprehensive sales analysis.
- Developed visualizations such as Tree Maps, Gauge, Funnel, and Line Graphs to assess sales by country, product performance, and the correlation between order quantities and discounts.
- Built a cohesive dashboard for data presentation, enhancing decision-making capabilities through clear and concise visual formats.

CERTIFICATIONS

- **Advanced Excel -** Internshala &Scholiverse Educare Private Limited — March 2024
- **Data Analytics and Visualization Job Simulation -** Accenture — January 2024
- **Business Analyst Experience Certification -** Finlatics — August 2023
- **Nano Tips for Using ChatGPT for Business -** LinkedIn — June 2023
- **Fundamentals of Digital Marketing -** Google — February 2023

INTEREST

- Exploring Financial **Investment Strategies**
- **Artificial Intelligence** and **Machine Learning**
- Learning Regional Languages **(Malayalam, Tamil, Telugu**)

EDUCATION

Vellore Institute of Technology, Vellore, India
Bachelor of Technology - BTech, Computer Science and Business Systems — 2022 - 2026
CGPA: **8.56**

Delhi Public School, India
Intermediate Certificate, CBSE, PCM with Economics and English — 2020 - 2022
Grade: **91%**

Gurukul Academy, India
Higher Secondary Certificate, ICSE, PCM with Computer Science and English — 2018 - 2020
Grade: **94.4%**