

ANUJ ORAON

Data Analyst | Business Intelligence | SQL | Power BI | Python | Tableau | Snowflake | Databricks
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PROFESSIONAL SUMMARY

Data Analyst and Business Intelligence professional with 9 months of hands-on experience collecting, cleaning, and analysing large datasets to extract actionable insights at Giant Eagle's Global Capability Center (GCC) — a 470+ store US retail network. Proficient in SQL (Advanced certified — HackerRank; window functions, CTEs, correlated subqueries), Python (Pandas, NumPy, Matplotlib, Seaborn), Power BI (DAX, Data Modelling, Power Query), Tableau (certified), and Advanced Excel. Built enterprise-grade automated dashboards that cut reporting turnaround from 3–4 days to under 10 minutes. Strong communicator — experienced presenting data-driven insights to technical and non-technical stakeholders across India and the US. Bengaluru-based; open to hybrid work.

TECHNICAL SKILLS

SQL: Advanced certified (HackerRank) — window functions (ROW_NUMBER, RANK, DENSE_RANK, LEAD/LAG, PERCENT_RANK, NTILE), CTEs, correlated subqueries, conditional aggregation — Snowflake, Databricks, MySQL; parameterised frameworks, ETL pipelines

Power BI: DAX measures (KPI calculations, time intelligence, conditional logic), Data Modelling, Power Query, KPI Dashboards, Smart Narratives, Geospatial Maps, Category Hierarchies, drill-through filters

Python: Pandas, NumPy, Matplotlib, Seaborn, Plotly — data cleaning, analysis, EDA, automation, visualisation; familiar with scikit-learn concepts through analytics projects

Excel & Reporting: Advanced Excel — Mastering Data Analysis certified (Alison); Pivot Tables, XLOOKUP, SUMIFS, INDEX-MATCH, Conditional Formatting, VBA basics; MS PowerPoint; structured reporting

Data Platforms: Snowflake, Databricks — cloud data warehouse querying, large-scale extraction, ETL pipeline support; MySQL

Analytics: Market segmentation, brand benchmarking, pricing analytics, competitive analysis, A/B testing, cohort analysis, customer churn analysis, trend identification, statistical analysis

Tools: Tableau (Certified — Aug 2024), GitHub (version control), GenAI tools (Claude, Copilot)

WORK EXPERIENCE

Enterprise Insights Analyst — Rotational Program • *Giant Eagle Global Capability Center (GCC), Bengaluru* May 2025 – Feb 2026

Rotational exposure across Category Analytics, Customer & Market Intelligence, Pricing & Margin Governance, and Promotional Analytics — supporting a 470+ store US retail network. All deliverables presented to India & US leadership.

Power BI Development — Data Modelling, DAX & Visualisation

- **Built and maintained Power BI dashboards end-to-end** — designed data models, wrote DAX measures (KPI calculations, time intelligence — 52W/26W/13W/weekly, conditional logic), built dashboards tracking sales, margin, and market share KPIs across 470+ stores; troubleshooted DAX errors and optimised slow-running measures.
- **Deployed Automated Smart Narrative framework across 20+ report pages per category** — reduced report generation from 3–4 days to under 10 minutes; adopted as team standard.
- **Built a geospatial competitive intelligence dashboard** — visualised competitor store locations within 0–15 miles of all 470+ locations using Power BI mapping; used by leadership for market planning and pricing strategy.

SQL & Data Extraction — Snowflake & Databricks

- **Wrote and maintained advanced SQL queries in Snowflake and Databricks daily** — extracted sales, pricing, and promotional data; built a reusable parameterised framework with dynamic date filters, eliminating redundant full-table scans — adopted team-wide.
- **Integrated multi-source datasets** — connected internal Databricks data with external Circana market intelligence (TDP & SOW); resolved cross-source mapping inconsistencies and documented transformation logic for team reuse.

Analytics, Pricing & Stakeholder Communication

- **Managed high-volume SKU pricing and margin analysis** — processed 8–10 pricing forms per cycle (2–75+ UPCs each); applied psychological pricing logic (.79/.99 bands); conducted multi-year (2024–2026) margin erosion analysis to support commercial strategy.
- **Delivered weekly competitive intelligence reports** — benchmarked pricing intensity across Aldi, Kroger, Meijer, Target, HyVee using Numerator data; presented category insights to the Director and ~60 analysts across India and the US.
- **Used Python (Pandas, NumPy) for data cleaning, transformation, and automation** — automated data preparation pipelines; conducted multi-year promotional effectiveness analysis across produce categories.

PROJECTS

Smartphone Market Intelligence Analysis • *Personal Project — SQL*

June 2026

35-question BI analysis on 980 smartphones — pricing strategy, brand benchmarking, market segmentation, and competitive positioning using advanced SQL.

- **Applied window functions (RANK, DENSE_RANK, PERCENT_RANK, NTILE, LAG/LEAD), CTEs, and correlated subqueries** across 35 structured business questions at 4 difficulty levels — covering pricing tiers, 5G adoption trends, brand consistency, and composite KPI scoring.
- **Performed market segmentation and brand benchmarking** — identified segment dominance patterns (Xiaomi — Budget/Mid, Samsung — Premium, Apple — Flagship) and value-for-money brands using percentile and CV analysis.

Telecom Customer Churn Analysis • Personal Project — Python

May 2026

End-to-end customer retention analysis on 7,043-record telecom dataset — EDA, segmentation, churn driver ranking, and business recommendations using Python.

- **Cleaned and validated raw telecom data using Pandas** — identified hidden missing values (blank strings in TotalCharges not caught by `isnull()`), resolved dtype inconsistencies, and documented all data quality findings.
- **Conducted EDA and segment-level analysis across 5 customer dimensions** — identified Month-to-Month + Fiber Optic as highest-risk churn segment (54.61% churn rate); ranked top 10 churn drivers using Matplotlib and Seaborn.
- **Delivered structured executive summary with 5 business findings** and actionable retention recommendations — communicated clearly to a non-technical audience.

Insurance Claims Data Analysis • Personal Project — Python

2025

Exploratory data analysis on US car insurance claim dataset — data cleaning, EDA, feature distribution analysis, and insight generation using Python.

- **Cleaned and prepared raw insurance dataset using Pandas** — handled missing values (median imputation), removed currency formatting from financial columns, resolved data type inconsistencies, and validated dataset integrity before analysis.
- **Performed EDA and feature analysis** — explored distributions of claim amounts, vehicle age, and policyholder demographics; visualised key patterns and correlations using Matplotlib and Seaborn to identify drivers of claim severity.

Data Analytics Job Simulation • Quantum / Forage

March 2026

End-to-end Python analytics project — data cleaning, cohort analysis, A/B uplift testing, and structured insight delivery to a non-technical stakeholder.

- **Designed and executed an A/B uplift test** — applied statistical significance testing; delivered structured insight report with recommendations to the Category Manager.
- **Conducted customer segmentation and cohort-level behaviour analysis** — identified high-value segments and retention signals using Matplotlib and Seaborn.

EDUCATION

M.Sc. in Big Data Analysis • St. Joseph's University, Bengaluru

July 2023 – Sep 2025

Statistical Analysis, Machine Learning, Python, Data Engineering, Cloud Data Systems, Quantitative Methods

B.C.A. — Bachelor of Computer Applications • St. Joseph's College, Darjeeling, West Bengal

July 2019 – July 2022

Programming, Database Management, Data Structures

CERTIFICATIONS & ACHIEVEMENTS

- **SQL Advanced + SQL Intermediate — Verified** — HackerRank (Apr 2026)
- **Python Basic — Verified** — HackerRank (Mar 2026)
- **Mastering Data Analysis using Microsoft Excel (Formulas & Pivot Tables)** — Alison (Mar 2026)
- **VBA for Beginners** — Alison (Apr 2026)
- **Data Analytics Job Simulation (Python — EDA, A/B Testing, Statistical Reporting)** — Quantum / Forage (Mar 2026)
- **Tableau: Data Visualization and Analysis** — Tableau (Aug 2024)
- **Power BI: Introduction to Power BI** — Microsoft (May 2024)