

SHERIL SOOD

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SUMMARY

Data Analyst with 1 year of experience, skilled in Power BI, SQL, Excel, Python, and Statistics to deliver actionable insights through data visualization, analysis, and automation. Passionate about solving business challenges with data-driven strategies.

SKILLS

- **Data Analysis & Visualization:** Power BI (DAX, Power Query), dynamic dashboards, interactive reports.
- **Data Management:** SQL, data extraction, transformation, Excel, data cleaning, formatting.
- **Domain Expertise:** Sales, insurance, and hospitality analytics (booking trends, revenue metrics).
- **Performance Metrics:** KPI development (RevPAR, DSRN, sales growth), trend analysis.
- **Tools:** Power BI, SQL, Microsoft Excel.

WORK EXPERIENCE

Amdocs (Dec 2023 – Present)

Project 1: Sales Data Analysis

- Analyzed sales data using Power BI to identify trends, monitor performance, and optimize revenue streams.
- Created dynamic dashboards to visualize key metrics such as total sales, sales by region, customer segmentation, and product performance.
- Utilized DAX functions for custom calculations, including sales growth percentages and profit margin analysis.
- Delivered actionable insights that supported strategic decision-making for improving sales operations.

Project 2: Insurance Data Analysis

- Conducted data analysis for an insurance dataset, focusing on claims, policies, and customer demographics.
- Built interactive Power BI dashboards to track claim processing times, premium collections, and risk assessment.
- Used SQL to extract and transform raw data for analysis, ensuring accuracy and consistency across reports.
- Identified patterns in claim approvals and customer behavior, enabling the client to improve underwriting processes and customer engagement.

Project 3: Hospitality Data Analysis (Hotel)

- Designed a Power BI dashboard for a hotel, analyzing occupancy rates, revenue per available room (RevPAR), and other aspects like booking status and booking platform.
- Integrated data from bookings, sales, and reviews to provide a comprehensive view of hotel performance.
- Created DAX measures to track key metrics like Daily Sellable Room Nights (DSRN) and room utilization rates.
- Analyzed seasonal trends and booking patterns to support operational decisions and maximize revenue.

EDUCATION

July 2018 – June 2023

INTEGRATED M.TECH : Electronics and Communication Engineering

National Institute of Technology - Hamirpur, India
CGPA - 7.29