Abhishek Behal
Data Analyst

🏠 S.A.S Nagar, Punjab 📞 9501130098 ✉️ abhishekb.development@gmail.com in LinkedIn Github Portfolio

Profile Summary

Data Analyst in Transition — 3+ Years in Business Development — Hands-on with Excel, SQL, Python, Power BI — Strong Analytical & Client Management Skills

Experience

Kreativan Technologies   **June 2016 – February 2020**
Business Development Manager   *Pune, Maharashtra*

- Generated leads via online platforms and converted prospects into clients.
- Collaborated cross-functionally with design and development teams, using project tracking tools to monitor progress and optimize workflows.
- Generated performance reports for lead conversion campaigns, supporting data-driven decisions in marketing and sales strategy.

Projects

Retail Analytics Dashboard | GitHub | View | *MySQL — Power BI — Business Insights — DAX*   **May 2025**

- Uncovered a 27% return rate in one category, leading to inventory adjustments that improved profitability.
- Flagged products with **return rates greater than 15%**, saving potential losses of **2.5 lakhs/year** .
- Built an executive Power BI dashboard with drill-down filters for region, product category, and time trends.
- Detected seasonal sales peaks in **November and December**, accounting for **28% of yearly sales**.
- Improved inventory forecasting accuracy by **20%** using historical trends.

Instagram User Analysis | GitHub | *SQL — Data Analysis*   **April 2025**

- Identified top-performing content types that received **40% more engagement**.
- Found that users aged 18–24 were **60% more likely** to interact with Reels than Posts.
- Helped recommend optimal posting times, increasing engagement by **23%**.

Hiring Process Analytics | GitHub | *Excel — Business analysis*   **March 2025**

- Application-to-interview ratio was **4:1**.
- Conversion rate from interview to hiring: **22%**
- Suggested changes that could improve hiring speed by **15 days** on average.

Bank Loan Case Study | GitHub *Python*   **March 2025**

- Default rate was **18.2%** among self-employed applicants.
- Applicants with a credit history had **85% more chance** of loan approval.
- Suggested a rule-based filter that could **reduce default cases by 30%**.

Technical Skills

Business Intelligence Power BI (DAX, data modeling, dashboarding), Excel (PivotTables, regression analysis, advanced formulas)
Analytics Programming: Python (Pandas, NumPy, Seaborn, Matplotlib), SQL (Joins, CTEs, Aggregation, Subqueri)
Data Management: MySQL, PostgreSQL
Soft Skills: Stakeholder communication, problem solving, business understanding, operational leadership

Education

Chitkara University (CGPA: 5.22)   **2009 – 2014**
Bachelor of Technology in Electronics and Communication Engineering   *Baddi, Himachal Pradesh*

Training

Coding Ninjas   **Dec 2024 – Present**
Data Analysis Job Bootcamp

- Excel | Power Bi | Python | SQL