

AJAY RAJ

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EDUCATION

Heriott Watt University

M.Sc. Business Analytics & Consultancy Business Analytics & Consultancy Business Analytics & Consultancy

Dubai , United Arab Emirates

Sep - 2023 - Sep - 2025

University of Wollongong

Bachelors in Commerce Accountancy

Dubai , United Arab Emirates

Sep - 2018 - Jan - 2023

PROFESSIONAL EXPERIENCE

RAJ GOLD

Sales Manager

Dubai, United Arab Emirates

Sep 2021 - Present

- Compiled and analyzed sales statistics to identify trends and drive strategic decision-making.
- Managed and ensured the on-time delivery of orders meeting deadlines
- Inventory management, tracking and maintaining optimal stock levels. Performed accurate data entry, maintaining up-to date records of transactions and inventory.
- Purity evaluation of gold jewelry, ensuring authenticity and quality
- Cultivated and maintained strong customer relations, to facilitate recurring sales.
- B2B relations

RAAJ GOLD

Intern

Dubai, United Arab Emirates

May 2019 - July 2021

- Data Entry
- Accounts Management
- Cashier

SKILLS

Microsoft Excel:	Pivot Tables, LOOKUPS, Data Validation
Python:	Pandas, Matplotlib, SKlearn, API's
SQL:	Data Manipulation Language, Data Query Language
R:	Tidyverse, GGplot
Power BI:	Dashboard Creation, Data Transformation, Power Query

PROJECTS

Frequency and Monetary-value, Recency (RFM analysis) *Python, KMeans*

<https://github.com/Ajay916Raj/-Recency-Frequency-and-Monetary-value-RFM-analysis->

Customer Segmentation by Recency, Frequency and Monetary-value (RFM analysis) KMeans Clustering

Dynamic Dashboard of Hospitality Company *Power Bi*

<https://github.com/Ajay916Raj/Hospitality-Dashboard>

Comprehensive dashboard that visualizes key metrics such as Revenue, RevPAR, Occupancy %, Realization %, and ADR across various properties and cities

Bikeshare Revenue Dashboard *Power BI, SQL, Power Query*

https://github.com/Ajay916Raj/Bike_share-Revenue-Dashboard

Year Over Year revenue of Rideshare, which can be segmented by different timeframes for Dynamic Pricing Strategies.

Presence Insights Dashboard creation *Power BI*

https://github.com/Ajay916Raj/Presence_Insights

Dynamic Dashboard that delves deep into presence of employees at work place

CERTIFICATIONS AND AWARDS

Google Data Analytics

Google, Coursera

Those who earn the Google Data Analytics Professional Certificate have completed eight courses, developed by Google.

Jul 10, 2024

Brand Audit Report (First)

Vatika

Worked with Dabur Vatika UAE & was awarded first place in submitting Brand Audit Report