

# Ajay Edhara

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## SKILLS

- **Programming & Tools:** SQL, Python, R, SAS, Microsoft Excel, Tableau, Power BI, Power Apps, Power Automate, SAP
- **Analytics:** Statistics, EDA, Hypothesis Testing, A/B Testing, Time Series Analysis, Regression, Classification, Clustering
- **Databases & Platforms:** ETL, Microsoft Azure, AWS, GCP, MySQL, Snowflake, Databricks, cloud-based analytic solutions

## PROFESSIONAL EXPERIENCE | 4.8 YEARS

### **Analytics Tutor | University of North Texas** Aug 2023 – May 2024

- Mentored 110+ students in Business Statistics, Excel, Power BI, and SQL, improving their analytical proficiency, with 85% reporting enhanced data interpretation skills in course evaluations.
- Conducted 60+ tutor sessions on statistics, data cleaning, visualization, and SQL querying, leading to a 30% increase in students' assessment scores on database management and business analytics tasks.

### **Senior Data Analyst | Agumentik Software Private Limited** Jan 2020 – Dec 2022

#### *Automated Power BI Dashboard for Retail Client*

- Developed and scheduled a Python script via Task Scheduler, to autonomously interact with internal sites using Selenium for data selection and filtering, eliminating 460 manual hours monthly and enhancing efficiency and accuracy.
- Configured a Power Automate workflow, triggered by email alerts upon successful data extraction, to seamlessly integrate, clean, and transform data from eight distinct sources, thus saving an additional 10 hours per month.
- Implemented scheduled refreshes in Power BI, fully automating report updates with zero manual intervention, which saves the organization over \$300,000 annually and reduces reporting errors by 96%, ensuring accurate insights.

#### *Analytics Suite for a Fortune 500 Client*

- Led a team of 5 to deliver an analytics suite for a Fortune 500 client, including revenue management tools and forecasting models, and built Power BI dashboards with DAX & SQL-based data pipelines, improving forecast accuracy by 11%.
- Served as the liaison between the client's business and technical teams, translating goals into solutions. Designed real-time dashboards for promotional planning, reducing report generation time by 37%, and enabling faster decisions.

#### *Product Launch and Risk Optimization*

- Conducted market analysis identifying a gap in flexible ULIP plans, leading to the launch of two new products that generated \$2M in revenue within the first year by addressing customer demand for tax-saving and investment options.
- Led a root cause analysis to resolve conflicts between sales and actuarial teams by developing a risk-based scoring model. This model prioritized policy issuance, increasing approval rates by 14% and reducing issuance time by 18%.

#### *CLV Enhancement for Banking Client*

- Developed a predictive Customer Lifetime Value (CLV) model using Decision Trees and Random Forest algorithms for a banking client, which identified high-value customers at risk of churn, reducing manual analysis by 100 hours monthly and enhancing model accuracy for targeted marketing strategies.
- Continuously improved the model by incorporating external market data, which led to a 14% reduction in churn rates and saved over \$155,000 annually in marketing costs, significantly boosting customer retention and satisfaction.

### **Data Analyst | Agumentik Software Private Limited** Jan 2019 – Dec 2019

#### *Engagement Optimization for Healthcare Client*

- Developed and implemented a "Digital Engagement Score (DES)" for a healthcare marketing firm to systematically evaluate and rank client interactions, shifting from a reactive to a proactive engagement strategy. This method led to a 19% increase in campaign ROI by prioritizing high-value clients based on engagement metrics and asset levels.
- Integrated the DES into the CRM Dynamics portal, facilitating real-time access to client scores and engagement history, which enabled the marketing team to effectively segment and target clients, increasing conversion rates by 19% and significantly enhancing personalized client outreach efforts.

#### *Operations Streamlining for Telecom Client*

- Led the redesign of exception handling processes by analyzing historical data with SQL and Python, implementing a prioritized ticketing system that reduced resolution times by 35%, and streamlined operations during peak seasons.
- Developed a strategic categorization framework for managing exception requests and conducted comprehensive staff training, enhancing customer satisfaction by 12% and ensuring scalable efficiency across the client's departments.

## EDUCATION

<b>Master of Science in Business Analytics, University of North Texas (GPA: 4/4)</b>	May 2024
<b>Master of Business Administration, Lovely Professional University (GPA: 3.5/4)</b>	May 2022
<b>Bachelor of Business Administration, Lovely Professional University (GPA: 3.5/4)</b>	May 2020