

Rahul Khanna

Data Analyst

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Professional Summary

Data Analyst with 3+ years of experience delivering end-to-end analytics solutions across sales, product, and operations domains. Strong expertise in SQL-driven analysis, KPI design, dashboard automation, and stakeholder reporting. Known for translating ambiguous business questions into structured analytical workflows and actionable insights.

Technical Skills

- SQL (CTEs, Window Functions, Optimization)
- Python (Pandas, NumPy, Matplotlib)
- Power BI & Tableau
- Excel (Advanced Analytics)
- Business KPI Design
- Statistical Analysis

Professional Experience

MarketPulse Technologies

Data Analyst

Bangalore, India

Jul 2022 – Present

- Owned analytics and reporting for sales and customer growth teams supporting **200Cr+ annual revenue**
- Designed SQL-based data models powering daily, weekly, and monthly KPI dashboards
- Automated recurring reports, reducing manual reporting effort by **40%**
- Built Power BI dashboards used by 60+ business users across leadership and operations
- Performed deep-dive analyses to identify conversion drop-offs and revenue leakage
- Partnered with product managers to analyze feature adoption and user behavior
- Presented insights and recommendations directly to senior stakeholders

Junior Data Analyst — InsightEdge Analytics

2021 – 2022

- Supported senior analysts with SQL analysis and dashboard maintenance
- Conducted ad-hoc analysis for marketing and customer success teams

Key Projects

Sales Funnel Optimization

- Analyzed end-to-end sales funnel performance
- Identified key drop-off stages leading to **8% improvement in conversions**

Education

Bachelor of Technology in Computer Science

2021