

SALAMLEKUM!

I'm **Rishabh Mishra**

Teacher

A Senior Data Analyst

YOUTUBE

MY WORKS



Name: Rishabh Mishra

Job Role: Senior Data Analyst

Experience: 5 Years 3 Months

Address: Bengaluru, India

Skills

SQL 95%

PYTHON 85%

Data Visualization 90%

Statistical Analysis 85%

Machine Learning 80%

About Me

With over 5 years of comprehensive experience in the field of data science & analytics, accompanied by a bachelor's degree in engineering. Proficient in data analysis, statistical analysis, hypothesis testing, customer behaviour analysis, & machine learning. Demonstrated success in leading impactful projects and providing effective mentorship.

Profile:	Data Science & Analytics
Domain:	Retail, Ecommerce, BFSI & Digital Marketing
Education:	Bachelor of Engineering
Language:	English, Hindi
BI Tools:	Microsoft Power BI, Looker & Tableau
Other Skills:	Cloud, PySpark, Excel, Git, JIRA, Google Analytics & SEO
Interest:	Traveling, Travel Photography, Teaching

30 + Projects completed

LINKEDIN

Resume

Seasoned Senior Data Analyst with 5+ years of experience driving business strategies through data-driven insights.
Proven expertise in data science, statistical analysis, machine learning algorithms and project management.

Experience

2021–Present

Senior Data Analyst

MERKLE, BENGALURU

Merkle, a leading CXM and media company with over 10K+ professionals globally. It's a part of Dentsu International.

- Analysed ad campaigns, clickstream, and customer surveys data, identified an increasing demand and launched a strategic product line.
- Developed time series forecasting models to predict sales and optimize marketing budgets, got model performance of 92%.
- Designed and executed A/B tests, performed rigorous statistical analysis. Led to 20% MoM increase in the conversion rate.

2018–2021

Senior Data Analyst

IQUANTI, Bengaluru

iQuanti is a data-driven digital marketing analytics and solutions company, helps top 100 global brands.

- Performed in-depth market research and analysis to create online pages. Resulted in ~100% website growth and 30% increase in conversion rate YoY.
- Delivered multiple training and mentorship sessions on analytical tools like SQL, MS Excel, Power BI, Tableau and Python.
- Performed migration and enhancements for merchandising dashboard, involved data integration and its feature improvement.

Education

2014–2018

Bachelor of Engineering

VISVESVARAYA TECHNOLOGICAL UNIVERSITY

Grade: First class distinction.

2012–2013

Higher Secondary School

ARMY PUBLIC SCHOOL

Grade: First class distinction.

DOWNLOAD CV

Projects

Below are the sample Data Analytics projects on SQL, Python, Power BI & ML.

Digital Music Store Data Analysis using SQL

Analyzed music store data using advanced SQL queries to identify gaps and increase the business growth.

Data Analysis using Python Project for Beginners

Performed exploratory data analysis on diwali sales data using Python to improve the customer experience.

Power BI Sales dashboard Project for Beginners

Designed a power bi dashboard for Madhav Store to track and analyze the online sales data across India.

Sales Forecast- Time Series Forecasting

Used multiple machine learning models to forecast sales (retail store) and performed time series analysis.

Customer Segmentation using clustering model

Developed a ML model to give various recommendations of financial products & services on target customer groups.

30

Projects

1,000

Mentored Students

500

Cups of coffee

More projects on Github

I love to solve business problems & uncover hidden data stories

GITHUB

Contact Me

Below are the details to reach out to me!



ADDRESS

Bengaluru, India



CONTACT NUMBER

+ 0 101 0101 101



EMAIL ADDRESS

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resumelink

Have a Question? [CLICK HERE](#)

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