P RAJ KUMAR

DATA ANALYST

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PROFESSIONAL SUMMARY

Results-driven professional with 5+ years of overall experience and 2+ years of relevant experience as a Business Analyst specializing in data collection, cleaning, analysis, and visualization. Skilled in leveraging Python, SQL, Tableau, Power BI, Advanced Excel to transform raw data into actionable insights that drive informed business decisions. Proficient in developing machine learning and deep learning models for predictive analytics, time series forecasting, and business intelligence solutions. Experienced in managing data pipelines, process automation, dashboard development across healthcare and financial domains. Adept at collaborating with stakeholders to deliver strategic, data-driven recommendations that enhance operational efficiency, optimize processes, support overall business growth.

EXPERIENCE

Relationship Officer- Business Analyst, 03/2023 - 05/2025
Bajaj Finserv Health Limited – Hyderabad, India
Roles and Responsibilities:

- Collected, cleaned, and processed large datasets using Python (Pandas, NumPy), SQL, PySpark for analytics.
- Performed EDA and visualizations using Matplotlib, Seaborn, Power BI, Tableau to identify key business insights.
- Built and deployed machine learning and deep learning models (Linear Regression, Random Forest, XGBoost, CNN, LSTM) for predictive analytics.
- Automated reports and dashboards using SQL and DAX, improving efficiency, decision-making.
- Implemented time series forecasting for sales and revenue prediction across multiple domains.
- Developed AI-driven chatbots and recommendation systems to enhance customer engagement.
- Collaborated with stakeholders to deliver data-driven strategies for improved performance and business growth.

Project Name: Employee Performance Analysis
Roles Responsibilities:

- Performed data exploration and visualization in Tableau to identify trends in employee performance.
- Defined and analyzed key KPIs influencing employee productivity and ratings.
- Built and evaluated a Random Forest model to predict employee performance outcomes.
- Conducted data preprocessing, feature engineering, and model optimization for accuracy.
- Delivered insights to improve HR policies, training programs, workflow efficiency.
- Collaborated with HR teams to drive data-based strategies enhancing employee satisfaction, productivity.

Project Name: Software Pharmaceutical Sales Analysis
Roles and Responsibilities:

- Cleaned and preprocessed sales data, handling missing values and outliers for high data quality.
- Conducted EDA and visualizations to identify sales trends, seasonality, and key correlations.
- Applied feature engineering to create metrics like average past sales for better model accuracy.
- Built and optimized predictive models using Linear and Logistic Regression techniques.
- Evaluated and fine-tuned models to improve accuracy and forecasting performance.
- Delivered insights for demand forecasting, inventory planning, and supply chain optimization.
- Collaborated with business teams to implement data-driven strategies, reducing waste and improving customer satisfaction.

Business Associate, 03/2019 - 11/2022
Infinity Global Management – Hyderabad, India
Roles and Responsibilities

- Conduct sales and marketing activities to promote company products, generate leads, and achieve revenue targets.
- Build and maintain professional client relationships through excellent communication and service delivery.
- Participate in the ADVANTAGE Training & Development Program to gain skills in sales, HR, operations, and financial management.
- Assist in recruitment, onboarding, and training of new associates to strengthen the organizational team.
- Manage and lead teams by setting goals, monitoring performance, and ensuring productivity.
- Handle back-office operations, documentation, and reporting to support smooth business processes.
- Develop financial planning skills, track commissions, and contribute to business profitability.
- Ensure adherence to company policies, professional dress code, and ethical business practices.
- Demonstrate leadership, problem-solving, and decision-making abilities to drive business growth.
- Continuously learn, adapt, and contribute innovative ideas to improve operations and achieve organizational goals.

TECHNICAL SKILLS

- **Programming & Scripting:** Python (Pandas, NumPy, Sklearn, Matplotlib, Seaborn), PySpark

- **Data Visualization & BI Tools:** Tableau, Power BI, Advanced Excel

- **Machine Learning & AI:** Regression, Decision Trees, Random Forest, XGBoost, Deep Learning, Time Series

- **Other Tools:** Jupyter Notebook, Excel (Pivot Tables, VLOOKUP, Macros)

- **Databases:** MySQL, SQL (Query Optimization, Data Extraction, ETL)

- **Reporting & Automation:** DAX, Automated Reporting, Python Scripting

- **Data Processing & Analysis:** Data Cleaning, Data Wrangling, Exploratory Data Analysis (EDA), Statistical Analysis

CERTIFICATIONS

SQL Certificate from w3schools

Pandas Certificate from w3schools

Python Certificate from w3schools

EDUCATIONAL DETAILS

MBA: Finance, 11/2018
Malla Reddy College Engineering And Technology - Hyderabad, India
JNTU University