

# ASHISH KUMAR

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## SUMMARY

Results-driven BI Developer & Data Analyst with expertise in Excel, Power BI, SQL, Python, SSIS and data automation. Skilled in transforming complex data into actionable insights, building interactive dashboards, and optimizing business performance. Passionate about leveraging analytics to drive efficiency and strategic decision-making.

## DOMAIN SKILLS

- |                                     |  |                                  |   |
|-------------------------------------|--|----------------------------------|---|
| • Data Analysis & Interpretation    | • KPI Development & Performance Tracking | • Data Analysis Expressions(DAX) | • ETL & Data Integration                        |
| • Business Intelligence & Reporting | • SQL & Database Management              | • Data Modeling & Transformation | • Stakeholder Communication & Data Storytelling |

## PROFESSIONAL EXPERIENCE

### Tech Axion Pvt. Ltd.

Jun 2024 - Present

#### Project: Central DataBase

Industry: Financial Services — Capital Markets — Asset Management

- **Developed a BI dashboard** to integrate and analyze client data across **six verticals** of Kunvarji Group.
- **Optimized sales strategies** by identifying **cross-selling opportunities** through data insights.
- **Unified disparate data sources** and resolved inconsistencies using **SQL-based transformations**.
- **Designed Power BI visualizations** for a **360-degree view** of client engagement.
- **Increased sales efficiency by 40%**, enabling targeted client outreach.
- **Automated data cleansing and reporting**, reducing manual effort and errors.
- **Enhanced decision-making** for the sales team through real-time analytics.
- **Scalable architecture** for future expansion across additional business units.

#### Project: RFM Analysis & Automation

Industry: Financial Services

- **Developed SQL-based RFM segmentation**, optimizing client analysis by **40%**.
- **Designed SQL view**, automating recency, frequency, and monetary tracking.
- **Implemented percentile-based client ranking**, improving segmentation accuracy.
- **Enhanced brokerage forecasting**, enabling proactive decision-making.
- **Automated email alerts with Python & Microsoft Graph API**, reducing manual follow-ups by **60%**.
- **Mapped client activity to brokerage revenue**, increasing recovery efficiency by **35%**.
- **Optimized SQL procedures**, boosting query performance by **50%**.
- **Streamlined decision-making with automated reporting**, improving response time by **30%**.

#### Project: MF Analysis & Automation

Industry: Financial Services

- **Automated data collection using Python**, reducing manual work by **90%** and fetching 100K+ records.
- **Built 15+ SQL views** to transform raw API data, improving report speed by **75%**.
- **Created Power BI dashboards tracking AUM/SIPs**, used by **50+ RMs** for performance insights.
- **Cut SQL query runtime 40%** via indexing and optimizations.
- **Resolved 95% of data discrepancies** by validating APIs against vendor frontend.
- **Delivered 10+ KPIs (e.g., SIP bounce rate) with 98% accuracy** for strategy decisions.
- **Reduced ad-hoc requests 60%** by aligning data models with business needs.
- **Insights drove 20% higher SIP retention**, by identifying RM training gaps.

Industry: Real Estate

- **Developed a Real Estate Recovery Dashboard**, improving brokerage tracking by **35%** using SQL.
- **Integrated Live CRM Data**, automating expected brokerage calculations per Sale ID.
- **Implemented Alert System**, reducing delays in brokerage recovery by **40%**
- **Built a Lead Analytics Dashboard**, increasing marketing data accuracy to **99%**.
- **Optimized Marketing Spend Analysis**, improving performance by **20%**.
- **Designed Key KPIs (Cost per Lead, Margin, ROI)** for actionable insights.
- **Enhanced Team Decision-Making**, reducing manual tracking efforts by **50%**.
- **Streamlined Data Processing**, boosting dashboard responsiveness by **30%**.

## TECHNICAL SKILLS

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**Programming Languages:** Python, SQL

**Developer Tools:** VS Code, Jupyter Notebook, Pycharm, GitHub, & SSIS

**BI Tools:** Power BI, Excel

**Cloud Technologies:** Azure

## CERTIFICATIONS

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- |                                   |           |                 |
|-----------------------------------|-----------|-----------------|
| • Data Analyst -LinkedIn Learning | • Python  | • SQL           |
| • PL-300 Power BI Associate       | • Tableau | • Advance Excel |

## EDUCATION

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**AKS University**

*B.Tech. Biotechnology - CGPA - 7.50*

**AUG 2020 – JUL 2024**

*Satna, India*

**G.H.S.S, Channi Himmat**

*Science(PCB) - Intermediate - Percentage - 73%*

**MAY 2019 – APR 2020**

*Jammu, India*

## PERSONAL DETAILS

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DOB: 17 Feb 2003

Marital Status: Single

Language: English, Hindi

Permanent Address: Vill. PahaduHiraju, Distt. Chhatarpur, MP, India, Pin - 471105

## DECLARATION

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I hereby affirm that the above mentioned facts are true to the best of knowledge and belief.

Place: Ahmedabad, Gujarat

Name: Ashish Kumar