

# ASHISH KUMAR

Ahmedabad, Gujarat

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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** AUG 2020 – JUL 2024  
*B.Tech. Biotechnology - CGPA - 7.50* Satna, India

**G.H.S.S, Channi Himmat** MAY 2019 – APR 2020  
*Science(PCB) - Intermediate - Percentage - 73%* 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