

RAVINDRA KUMAR YADAV

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CAREER OBJECTIVE

Data driven professional with 5 years of experience in data cleaning, analytics, performance monitoring, content analysis and dashboard reporting across EdTech platforms. Strong hands-on experience in SQL, Python (Pandas, Numpy, Matplotlib, Seaborn), Excel and PowerBI for analysing large datasets, identifying trends and delivering actionable insights. Proven ability to translate complex data into business and learning outcomes.

Technical Skills

Data & Analytics

- SQL (Joins, CTEs, Window Functions, Subqueries)
- Python (Pandas, Numpy, Matplotlib, Seaborn, APIs, Pytest, Pydantic, and Databases)
- Data Cleaning, EDA, Trend Analysis
- Advanced Excel (Pivot Tables, VLOOKUP/ XLOOKUP),
- PowerBI (Dashboards, DAX – basic)

Tools:

- Pycharm, Jupyter Notebook
- MS Word, Latex and Math type tools, OBS Studio.
- Content Management System Tool (CMS)
- Version control (Git) and (Git Bash)

PROFESSIONAL UPSKILLING (CERTIFICATIONS)

Data Science & Generative AI – Professional Program (Codebasics.com (Ongoing) | 2025)

- Completed modules: Python for Data Analysis, SQL for Analytics
- Hands-on practice with Pandas, NumPy, data cleaning, EDA, and SQL querying
- Ongoing learning in Statistics, Machine Learning, NLP, Deep Learning, and Generative AI

Professional Experience

SME (Data Analytics Focus) | Vedantu Innovations | May 2024 – May 2025

- Collected data from multiple sources, Perform data cleaning, Analysed student

performance, mock test, and PYQs datasets using SQL, Excel, Power BI and Python to identify high-impact topics and learning gaps.

- Built Power BI dashboards to track topic-wise accuracy, difficulty trends, and learner behaviour patterns. Conducted trend analysis on historical exam data to support data-driven content planning and assessment design.
- Performed data cleaning, Analysed test performance and user behaviour data using Excel, SQL, and visualization tools (Power BI) to identify knowledge gaps and recommend data- driven study plans.
- Collaborated with Subject Matter Experts (SMEs), developers, and cross- functional teams to deliver high-quality, interactive content aligned with learning objectives and curriculum standards.
- Applied business intelligence techniques to analyse exam patterns, difficulty levels, and topic trends, generating strategic insights for content planning and optimization.
- Managed project timelines, quality assurance, and version control to ensure timely and accurate course delivery across digital platforms.
- Integrated internal and external stakeholder feedback, learner analytics, and PYQ patterns to shape actionable content strategies and improve user engagement.
- Utilized AI-based tools and learning analytics to provide personalized content recommendations for faculty, enhancing competitive exam preparation strategies.
- Created and maintained technical documentation, process guides, and knowledge resources for internal teams, ensuring consistency and usability across platforms.

P. W. Ltd | (Content Analytics) | August 2022 to Sept 2023

- Analysed mock test, Performed data cleaning received from different sources and assessment data to evaluate student performance trends using SQL, **Excel Power BI and Python**.
- Designed adaptive revision plans based on **topic-wise accuracy and historical performance metrics**.
- Supported academic strategy through data-backed insights on exam patterns and content effectiveness.
- Developed data-driven academic content for Physics, tailored to national-level competitive exam patterns, integrating curriculum insights and question analysis.
- Provided actionable insights to academic mentors and professors by identifying high-yield focus areas via PYQ trend analysis and mock test performance metrics.
- Collaborated with academic and content teams to align content strategy with learner analytics, ensuring efficient coverage of high-weightage topics.
- Assisted in shaping data-informed academic strategy, bridging content development with learner needs and assessment design

Toppr Technologies| SME (Content Analyst) | March 2017-October 2019

- Designed and implemented an interactive Periscope SQL dashboard to track user engagement, teacher performance metrics, and content feedback in real time across the Toppr Learning Apps and website.
- Conducted fraud analysis by identifying repeat tutor-student chat patterns, safeguarding academic integrity on the freelance tutoring platform.
- Applied trend analytics using PYQ data and internal performance datasets to recommend high-yield topics for assessment design and revision strategy.
- Leveraged internal LCMS tools to develop and structure high-quality academic content and concept notes for digital delivery platforms.
- Led a cross-functional content team, managing workflow timelines, reviewing deliverables, and optimizing processes to scale delivery efficiency.
- Collaborated with the academic R&D team to generate data-backed insights that shaped exam preparation content strategy and teacher training modules.
- Assisted in mapping curriculum structures to question banks and practice tools, aligning with evolving exam trends and user learning behaviour.
- Delivered weekly/monthly system performance reports to management using Periscope SQL/Excel.

Freelance Data & Content Analyst (Part-time / Contract) Jan 2020 to July 2022

- Delivered 50+ end-to-end academic and business-oriented projects involving SQL, Python, and data analysis for CS/IT use cases.
- Designed and implemented relational database schemas and SQL queries for systems such as College Management Systems, Library Management Systems, and ERP-style applications.
- Performed data modelling, data validation, and reporting to ensure accuracy and usability of project outputs.
- Applied Python (Pandas, NumPy) for data processing, logic implementation, and analytical components within projects.
- Worked in a client-facing delivery model, gathering requirements, defining scope, and ensuring on-time submission of projects.

Projects

- Student Performance & Assessment Analysis
(Tools: Python, Pandas, NumPy, Matplotlib, Seaborn, SQL)
- Data Analytics (Hospitality Domain)

ACADEMIC QUALIFICATIONS

- B.Tech (IT) – Dr. AKTU, Lucknow
- 12th – UP, State Board
- 10th – UP, State Board