Contact

www.linkedin.com/in/
rishabhnmishra (LinkedIn)

Top Skills

Data Science

Data Analytics

Machine Learning

Languages

Hindi (Full Professional)

English (Full Professional)

Certifications

Applied Machine Learning in Python

SQL Bootcamp

Google Data Analytics Specialization

Applied Data Science with Python
Specialization

Tableau for Data Science

Honors-Awards

Gold Badge for SQL

Gold Badge for Python

Rishabh Mishra

Sr. Data Analyst | 240K+ Subs @ YouTube | Google Certified | 5+
Years in Data Science & Analytics | Teacher
Bengaluru, Karnataka, India

Summary

Senior Data Analyst with over 5.5 years of experience in the field of
data science & analytics, accompanied by a bachelor's degree in
engineering and a Google certified data analytics specialization. My
professional journey has spanned diverse sectors including retail, e-
commerce, Banking, digital media/advertising and marketing.

Key Skills: Data science, Data analytics, Statistical analysis,
Hypothesis Testing, Predictive Analytics, Problem Solving, Machine
learning, NLP and Project management
Languages: SQL, Python, R, HTML
Database: Microsoft SQL Server, PostgreSQL, Snowflake, MySQL,
SQLite, AWS Athena, AWS Redshift, Google Big Query
Other: Excel, AWS Cloud, Google cloud, Git, Bitbucket, JIRA, Digital
marketing, Web Analytics and Google Analytics, Databricks, Vertex
AI.

Also, a Content Creator & Educator on YouTube where I provide
beginner-friendly tutorials and in-depth case studies (projects) on
various data science and analytics topics.

▸# YouTube Channel link: www.youtube.com/
@RishabhMishraOfficial

mail: Rmishra.connect@gmail.com

_____

Experience

Merkle
Senior Data Analyst
May 2021 - Present (3 years 1 month)
Bengaluru, Karnataka, India

• Developed ARIMA and SARIMA time series forecasting model to predict sales with 91% accuracy, enabling optimal monthly budget allocation for marketing.

• Used advanced SQL queries to identify credit score risks and delinquency patterns. Recommended integration of debt management tool and 30+ financial education blogs on website and in email campaigns for at-risk segments. Reduced delinquencies by 0.5% in 3 months.

• Developed an ETL process to migrate the data from multiple vendors into a centralised database. Achieving a significant 20% reduction in the data processing time and 95% data accuracy.

• Built and optimized machine learning models - regression and clustering for financial data

• Build an automated one-click insights generation dashboard using Python and SQL, reduced manual work by 90% and saved annual cost of $150K

• Designed and maintained the dashboards to communicate insights and monitor products performance across various KPIs.

iQuanti, Inc.
2 years 8 months

Senior Data Analyst
April 2020 - May 2021 (1 year 2 months)
Bengaluru, Karnataka

• Performed marketing analytics, data extraction, data manipulation, big data analysis and shared insights with stakeholders

• Designed and executed A/B tests, performed rigorous statistical analysis. Led to 20% MoM increase in the conversion rate

• Developed attribution model and multi-channel funnel report, . Led to a notable decrease in churn rate 3% YoY

• Web analytics- Analyzed paid ad campaigns and ensured timely delivery of post-campaign reports, findings and recommendations.

• Ownership of projects for offshore clients and mentorship to new joiners

Data Analyst
October 2018 - April 2020 (1 year 7 months)
Bengaluru Area, India

• Developed ETL pipelines to collect, manage and analyze dataset, boosting productivity by 25%.
• Analysing marketplace, creating important metrics and identifying potential sources of opportunities.
• Online brand building and marketing strategy for US-based BFSI and retail clients
• Weekly & monthly reporting and dashboards using Tableau and Data Studio

Textron
Design and Analysis Intern
January 2018 - June 2018 (6 months)
Bengaluru Area, India

Full-time internship at Textron:
• Support for CAE dept in a model setup using CAE tools Hyper mesh and Ansys
• Design and analysis of HDP fuel tanks and plastic models for top 5 automobile companies around the world on their future projects

---

Education

Visvesvaraya Technological University
Bachelor of Engineering - BE, Mechanical Engineering · (2014 - 2018)

Coursera
Google Data Analytics Professional Course   · (October 2022 - January 2023)

Army Public School (APS)
Higher Secondary School, Science- Physics, Chemistry and Mathematics