

# SK MOHAMMED RAFI

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## CAREER OBJECTIVE :-

Experienced Data Analyst with 3+ years in data analytics and insights generation, aiming to leverage data-driven approaches to support strategic decision-making and enhance business performance.

## ACADEMIC QUALIFICATION :-

- **Bachelor of Technology** – ECE (2017-2021)  
KHAMMAM INSTITUTE OF TECHNOLOGY & SCIENCES , Khammam ,Telangana.


## TECHNICAL SKILLS :-


- **Programming languages** : Python , Basic R
- **Data Analysis & Visualization**: Pandas, NumPy, Power BI, Tableau, Excel ,Matplotlib, Seaborn
- **Databases** : SQL ,MySQL, PostgreSQL
- **Analytics** : Data Analysis
- **Tools** : Jupyter Notebook

## WORK EXPERIENCE:

### INFOSYS Pvt Ltd

#### Data Analyst

 Hyderabad , Telangana

 Jan'2022 -Current

#### Senior Systems Engineer :

1.To analyze customer transaction data to identify spending patterns, and provide insights for improving customer segmentation of GS bank.

#### Data Collection & Cleaning:

- Gathered and pre-processed large volumes of transactional data stored in **MySQL** databases of GS bank.
- Performed data wrangling using **Python (Pandas, NumPy)** to clean, transform, and format raw transaction data for further analysis. Ensured data quality by handling missing values, removing duplicates, and normalizing inconsistent entries.

#### Exploratory Data Analysis (EDA):

- Conducted comprehensive **EDA** using **Python** to discover hidden patterns in customer spending behavior, including frequency, transaction amounts, and product preferences.
- Utilized **matplotlib** and **seaborn** libraries for visualizations to help identify trends and anomalies in customer spending.

#### Data Visualization & Reporting:

- Developed **interactive dashboards** using **Power BI** to visualize key performance indicators (KPIs) such as monthly spending, average transaction size, and customer lifetime value (CLV).
- Regularly updated stakeholders with comprehensive reports to assist in data-driven decision-making.

#### Business Insights & Strategy Support:

- Identified key trends such as seasonal spending spikes and potential churn indicators.
- Provided actionable recommendations to marketing teams on how to optimize customer outreach and retention strategies.
- Delivered insights that helped develop targeted promotions, product bundles, and loyalty programs for different customer segments.
- Supported strategic initiatives by delivering insights that led to a **12% increase in cross-sell opportunities**.

#### 2. Payment Score Metric Development for Credit Card Limit Assignment

- Collaborated with the **Data Science team** to define and engineer critical metrics from transaction and payment behavior data.
- Designed and developed a **payment scoring logic** using historical payment patterns, repayment ratios, and credit utilization trends.
- Created **aggregated customer-level metrics** such as total paid vs due, average payment lag, and consistency score to quantify payment discipline.
- Worked closely with business stakeholders to **translate payment behaviour into a creditworthiness score**.
- Enabled the **Business Team** to set dynamic and risk-adjusted **credit card limits** based on the payment score.

## Systems Engineer

- Started by exploring the data through **dashboards** to get an overall understanding of customer behaviour and key trends of GS bank.
- Created initial dashboards using **Power BI** and **Excel** to visualize transaction volumes, spending categories, and customer demographics.
- These early visualizations helped guide further analysis and identify focus areas for the project.
- Continued to refine and build **interactive dashboards** throughout the project to support business understanding and data-driven decisions.

## Additional Projects :

### Sales and Inventory Dashboard for Adventure Works Cycles

- Built an interactive Power BI dashboard analyzing sales, product performance, and stock levels using the AdventureWorks dataset.
- Implemented DAX measures and calculated columns to derive metrics like **YOY growth**, **inventory turnover**, and **regional sales contribution**.
- Used SQL for data cleaning and transformation before importing into Power BI.

## Certifications :

### Data Analyst Certification - EXCELR Solutions – 6 months

- Covered tools & concepts: Excel, SQL, Tableau, Python, Power BI, and Data Analysis techniques
- Hands-on projects involving real-world business problems
- Emphasis on data cleaning, visualization, and deriving insights.