





# Narendra Patil

Data Analyst

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Data Analyst with expertise in data-driven decision-making, process optimization, and stakeholder collaboration. Specialized in marketing campaign optimization, customer segmentation, and automated reporting systems. Adept at using SQL, Power BI, Python, and Excel to translate complex data into strategic insights. Experienced in managing large-scale datasets and delivering actionable insights to senior management.

## SKILLS

**Technical Proficiency:** Advanced Excel | Python (Automation, Scripting) | SQL (Querying, Optimization) | Power BI | Google Data Studio | Data Management (Zapier & B2Bbricks)

**Data Management & Analysis:** Data Cleaning, Standardization, and Integrity | Data Analysis | Data Visualization | ML Implementation | Predictive Modeling | Data Integration Automation

**Reporting & Business Acumen:** Dashboard Development | Workflow Automation | Reporting System Automation | Marketing Campaign Analysis | Sales Performance Analytics | Real Estate Analytics

**Soft Skills:** Critical Thinking & Problem-Solving | Collaboration & Teamwork | Good Communication & Presentation Skills | Time & Tasks Management | Adaptability | Rapid Learner | Team Player

## PROFESSIONAL EXPERIENCE

**Data Analyst, The House of Real Estate** Oct 2024 – present | Pune, India

- **Conducted comprehensive data analysis** across multiple business domains including marketing campaigns, customer behavior patterns, market trends, and sales performance metrics to identify insights, opportunities, and strategic recommendations for business growth and optimization
- **Spearheaded comprehensive data management** for customer datasets of 1-2 lakh entries, maintaining 99.9% data accuracy, completeness, and integrity through standardized cleaning protocols and optimization algorithms, improving database usability by 40% and supporting strategic decision-making
- **Engineered automated reporting systems** using Python with related libraries to streamline daily operations, reducing reporting time by 90% (from 30 minutes to 1-2 minutes) while eliminating manual processing errors and enhancing operational efficiency
- **Developed and maintained real-time dashboards** using Power BI and Google Data Studio for pan-India sales performance tracking, resulting in 25% improvement in sales team efficiency through enhanced data visualization and accessibility
- **Analyzed marketing campaign performance** through weekly data evaluation using Excel and Google Sheets for report generation and presentation, delivering actionable insights and recommendations to upper management that enabled 30% improvement in customer targeting accuracy and campaign optimization
- **Integrated and automated marketing workflows** using Zapier to streamline lead fetching and allocation processes in CRM systems, reducing response time by 30% and ensuring seamless communication between marketing and sales teams
- **Led CRM system management and user training** by providing technical support to 100+ users and training 30+ sales executives in effective CRM usage and operational workflows, ensuring high user proficiency and system adoption
- **Established cross-departmental task management systems** using Google Sheets and advanced Excel functions for 4 departments, reducing task allocation time by 70% and enhancing collaboration efficiency across organizational units
- **Managed technical infrastructure and security protocols** including CRM credentials, company email systems (Hostinger Webmail), and data security measures, maintaining zero security breaches while designing automated password-generation systems to prevent unauthorized access

**Data Analyst Intern, Cloud Counselage Pvt. Ltd.** Jun 2024 – Sep 2024 | Pune, India

- Contributed to data analysis on a live project, translating complex business problems into actionable data science solutions.
- Conducted comprehensive data cleaning, processing, and analysis to extract valuable insights for decision-making.
- Developed data visualizations using various technologies to effectively communicate findings to diverse audiences.
- Generated detailed reports and recommendations, enabling data-driven decision-making across the organization.
- Participated in industry-focused workshops and training programs, expanding technical skills in Excel, SQL, Python, and Machine Learning, which enhanced my ability to perform complex data analysis.

## CERTIFICATIONS

- Scaler Data Science and Machine Learning | April 2025 - Present
- The Complete Python Pro Bootcamp - Udemy | January 2024
- The Complete SQL Bootcamp - Udemy | February 2024
- Introduction to Statistics - Stanford University | September 2023

## EDUCATION

**Bachlore of Engineering, Savitribai Phule Pune University** 2016 – 2020 | Pune