

# ROHIT NATESH

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## DATA ANALYSIS HIGHLIGHTS

Data Analyst with 2+ years of experience in developing dashboards, predictive models, and automation workflows using Power BI, Tableau, SQL, and Python. Delivered insights that improved sales efficiency by 15%, reduced reporting time by 40%, and enhanced decision-making through stakeholder collaboration and real-time analytics.

- Developed and deployed 10+ Power BI and Tableau dashboards, reducing reporting time by 50% and improving business decision-making speed by 25%.
- Increased customer retention by 25% and improved sales efficiency by 15% through customer segmentation, behavioral analytics, and predictive modeling.
- Built forecasting models to predict churn, analyze trends, and support commercial and operational strategy.

**TOOLS:** Power BI, Tableau, SQL (PostgreSQL, SQL Server), Python (Pandas, NumPy, statsmodels), Excel, Flask, Git.

**TECHNIQUES:** Time-Series Forecasting, KPI Tracking, Machine Learning, Data Modeling, ETL, A/B Testing, NLP.

## EDUCATION

### RMIT UNIVERSITY

*Master of Data Science*

MELBOURNE, VIC

*Mar 2021 – Jul 2023*

### SJB Institute of Technology

*Bachelor of Computer Science and Engineering*

BANGALORE, INDIA

*Jun 2014 – Aug 2018*

## PROJECTS

### ADVENTURE WORKS BIKE SHOP DASHBOARD

*Data Analyst*

MELBOURNE, VIC

*Aug 2024- Sep 2024*

- Analyzed 15,000+ transactions to uncover sales trends and seasonal demand patterns
- Increased inventory forecast accuracy by 15% through data-driven product insights
- Created KPI cards and interactive filters to support real-time business decisions

### CUSTOMER SEGMENTATION AND BEHAVIOUR ANALYSIS

*Data Analyst*

MELBOURNE, VIC

*Jun 2024 - Jul 2024*

- Segmented 5,000+ customers using demographic and behavioral data to enable targeted marketing
- Enhanced customer retention by 20% through personalized outreach strategies
- Visualized customer lifetime value and churn risk to support strategic planning

## WORK EXPERIENCE

### GRAD CAREERS ACADEMY

*Data Analyst*

MELBOURNE, VIC

*Jan 2025 – Jun 2025*

- Developed a Tableau dashboard to analyze 10,500+ transactions, boosting visibility of key sales metrics by 15%
- Implemented real-time filters and automated visuals to streamline reporting, reducing turnaround time by 20%
- Identified top-performing agents and revenue-generating customers, enabling data-backed sales strategy decisions

### CROWN RESORTS

*Housekeeping Administrator*

MELBOURNE, VIC

*Jun 2022 – Jun 2025*

- Coordinated daily housekeeping operations for 20+ staff, improving room turnaround efficiency by 15%
- Facilitated communication between departments to ensure timely updates on room readiness
- Maintained inventory logs, requisitions, and inspection records to support compliance and audit readiness
- Utilized internal property systems to track service requests and update records in real time

## **CULTURAL DEVELOPMENT NETWORK**

MELBOURNE, VIC

*Data Science Associate*

*Jul 2022 – Dec 2022*

- Built and deployed 5+ NLP models (BERT, BERTopic, LDA) to analyze 1,000+ public submissions
- Automated topic extraction and sentiment analysis, reducing manual review time by 70%
- Delivered insights via Flask web app, increasing stakeholder engagement by 30%

## **ATOS GLOBAL IT SOLUTIONS**

BANGALORE, INDIA

*Associate Engineer*

*Oct 2018 – Oct 2020*

- Developed 50+ automation tools in C# and WPF, improving delivery timelines and user interface performance
- Optimized SQL Server databases and monitoring systems, increasing data accuracy by 25%
- Integrated IBM IIB to automate data pipelines, enhancing data flow efficiency by 80%