# Rahul Kumar

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## PROFILE SUMMARY

Motivated and detail-oriented Data Analyst with 1 year of experience in extracting actionable insights from complex datasets. Skilled in data visualization, advanced Excel, Power BI, Tableau, SQL, and Python. Proven track record of leveraging analytical skills to support data-driven decision-making and optimize business outcomes. Adept at data cleaning, reporting, and presenting findings to key stakeholders.

## TECHNICAL SKILLS

- **Advanced Excel –** Pivots tables, Charts, Look ups, Power Query, Power Pivot, Conditional Formatting.
- **SQL –** DQL, Joins, CTEs, Windows function, Aggregate, DDL, Basic/Medium Queries for Data Validation.
- **Power BI –** Extract Transform & Load [ETL], Data Modelling, DAX, Publishing, Filters, Reports, and Dashboards.
- **Tableau –** Calculated Filed, Aggregate, Charts, Scatter plot, Dashboard, Data Validation, Different types of filters.
- **Python –** Pandas, NumPy, MatPlotLib.

## EXPERIENCE

**Data Research Analyst (Afaqs!)**                                                                   Duration: 2024(Sept) – Present

- Scrap Data from LinkedIn using tools like Apollo, Contactout, SignalHire and Lusha
- Performed data cleaning and preparation, enhancing data quality and reliability for analysis and reporting.
- Managed and optimized CRM databases (Salesforce) ensuring accurate and up-to-date customer information, resulting in a 20% increase in qualified leads.
- Created interactive dashboards to present key metrics and trends to stakeholders, facilitating informed decision- making.
- Designed and implemented data analysis workflows, leading to actionable insights and a 15% improvement in campaign performance.

**Data Research Analyst (Pulp Strategy Communications Pvt Ltd)**                    Duration:  2024 (Apr) – 2024(Sept)

- Performed data cleaning and preparation, enhancing data quality and reliability for analysis and reporting.
- Managed and optimized CRM databases (ZOHO) for lead generation campaigns.
- Customized CRM solutions to align with business needs, including setting up data fields, workflows, and automation rules.
- Conducted extensive research and data scraping, increasing data collection efficiency by 30% through automation.
- Created dashboards in Excel to present key metrics and trends to stakeholders, facilitating informed decision- making.

**Email Marketing Specialist (Delvens)**                                                             Duration:  2023 (Oct) – 2024(Mar)

- Data Scrapping, Data Mapping, Data analysis to target potential client.
- Deployed & tracked emails, conducted market research, and pro-actively participated in weekly team meetings with executives.

## PROJECTS

- **E-Commerce [Power BI]**
  - Analyzed an online shopping dataset, performed feature engineering, and conducted EDA to extract insights.
  - Conducted exploratory data analysis (EDA) to understand the distribution, central tendencies, and outliers in the data
  - Analyzed Customer lifetime value to determine the most valuable customers and devise targeted marketing strategies.
  - Created interactive Power BI dashboards to present key findings.

## EDUCATION

- **Bachelor of Commerce [B.com]**                                                                   Duration:  2019 – 2022
  - Binod Bihari Kolyanchal University, Ran Vijay Smarak Mahavidyalaya College – [7.24 CGPA]

## EXTRA CURRICULAM ACTIVITIES

- Completed Full Stack Data Analytics (Coding Ninjas) – Learn Excel, MySQL, Python, Tableau, Statistics