Raj Sonawane

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Professional Summary

Enthusiastic Fresher Data Analyst with expertise in SQL, Power BI, Python, and Excel, passionate about transforming raw data into actionable insights. Strong foundation in data visualization, CRM automation, and customer analytics. Highly analytical with a problem-solving mindset and eager to contribute in a collaborative, team-oriented environment.

Education

Modern Education Society College of Engineering – Pune, India BE, Computer Science | CGPA: 7.93 | Feb 2020 – June 2024

S.S Pawar Junior College – Pune, India

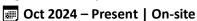
HSC, 12th Science | Percentage: 81.65% | **May 2019 – Feb 2020**

Pride English Medium School – Pune, India

SSC, 10th | Percentage: 90.80% | May 2017 - Feb 2018

Professional Experience

Digital CARMA | Intern



- Developed a dynamic UTM tracking system in Zoho Bigin CRM to capture lead sources, mediums, and campaigns.
- Integrated **WhatsApp-Zoho Bigin automation**, syncing chat history and improving lead engagement.
- Implemented **email automation** to enhance lead follow-ups and customer retention.
- Analyzed customer feedback data for a travel agency client, identifying key factors affecting satisfaction and revenue.
- Utilized SQL for data cleaning and Power BI for visualization, providing actionable insights on punctuality and customer experience.

Projects

Travel Agency Customer Feedback Analysis (GitHub)

- **Objective:** Improve customer experience by analyzing feedback data.
- Approach: Cleaned and analyzed customer reviews using Excel, SQL.
- **Key Insights:** Identified **punctuality issues** as a major factor for negative feedback.
- Impact: Helped optimize scheduling, improving punctuality satisfaction by 15%.

OLA Ride Cancellation Analysis (GitHub)

- **Objective**: Identified key factors contributing to ride cancellations to improve business performance.
- Approach: Cleaned and analyzed ride data using SQL, Excel, and Power BI.
- **Key Insights**: Identified peak cancellation times and high-risk locations.
- **Impact**: Proposed dynamic pricing and optimized ride allocation, reducing cancellations by **10%**.

Technical Skills

😰 Data Analysis & Visualization: Excel (Pivot Tables, Power Query, Macros), Power Bl
🛅 Databases & SQL: SQL, MySQL, PostgreSQL, Window Functions, Joins, CTEs, Indexing, ETL & Data
Cleaning, Snowflake (Basic)
Programming & Scripting: Python (pandas, numpy, matplotlib, seaborn), Regular Expressions
(Regex)
Version Control & Others: Git/GitHub, Linux (Basic Command Line Usage)

Soft Skills

- Problem-Solving & Analytical Thinking
- Communication & Team Collaboration
- Attention to Detail
- Time Management

Certifications

- MISD Certification Phoenix Infotech
- Google Foundations of Project Management Coursera
- TATA Group: Data Visualization Empowering Business with Effective Insights