Raj Sonawane

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[LinkedIn](#) | [GitHub](#)

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
📅 **Oct 2024 – Present | On-site**

- 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 BI

📄 **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**