



ANKUSH KOUL

✉ ankushkoul.koul@outlook.com ☎ +91 7889868210 🌐 <https://www.linkedin.com/in/ankush-koul/>

📄 SUMMARY

Experienced Product Analyst and Certified Data Analyst with 5+ years of expertise in data analytics, reporting, and visualization. Skilled in SQL, Excel, Power BI, and business analysis tools. Strong analytical skills for data-driven decision making. Proficient in team leadership and mentorship, driving business growth and operational efficiency through data insights. Effective communicator and collaborative team player. Detail-oriented and dedicated to delivering high-quality solutions in fast-paced environments.

🧠 SKILLS

Database

SQL, Dell's Oracle DB, DDL,DML, Redshift, AWS, S3, EC2.

Analytics

MS PowerBI, DAX,Tableau, Kibana, New relic, Adobe Analytics,Tableau

UI

Siebel, SFDC

MS OFFICE

Advance Excel, MSWord, MS Power point,

Others

Data Cleansing, Data visualization, Data warehousing, Data modelling, Python, People management

Project Management

Jira, Confluence

✍️ PROFESSIONAL PROJECTS

Bajaj Finserv Direct Limited

- Customer Churn Analysis
- Personal finance management

Cabinetworks Group

- Data Reporting and Visualization.

Concentrix

- Data reporting & analytics for Dell

🎓 CERTIFICATION

Google Data Analytics Professional Certificate

Issued by Google on March 2022

Microsoft Power BI - Business Intelligence for Beginners

Issued by Udemy on August 2022

Python 101 for Data Science

Issued by IBM on July 21

🎓 EDUCATION

BE-Information Technology, Dr D.Y. Patil College of Engineering

Pune, India

Training course in SQL, Skillnation

Jammu, India

📁 WORK EXPERIENCE

Deputy Manager, Bajaj Finserv Direct Limited

November 2022 – present | Pune

Product Analyst

- Collaborate with business stakeholders and process owners for requirement gathering, to plan and implement strategic priorities and to maximising business impact within realistic parameters.
- Optimize mobile app data by reorganizing and refining its structure for improved performance and user experience.
- Monitor and Analyse KPIs for Bajaj Market mobile app to optimise performance, improve user experience, and ensure quality assurance.
- Mentor and guide a motivated team, enhancing their skills and fostering progressive thinking for efficient project execution and innovation while helping fulfill career objectives.
- Adhere to Agile ceremonies and principles for managing mobile app data throughout the development phases.
- **Customer Churn Analysis:** Utilizing power BI for data analytics and statistical modeling techniques to identify key indicators, develop strategies, and provide actionable recommendations for reducing churn and improving customer retention.
- **Personal Finance Manager:** This involves extracting relevant information from SMS messages, preprocessing the data for consistency, categorizing transactions into types (e.g., purchases, payments), creating templates to display transaction details, and developing a user-friendly interface for tracking and filtering transactions.

E-Catalog Specialist, Cabinetworks Group

July 2019 – August 2022 | Pune, India

Analysis, Reporting and Visualization

- Optimized data collection procedures and generated reports on a regular basis for various cases, products, and catalogs.
- Managed and mentored interns, imparting knowledge and guidance on data collection, analysis, and reporting procedures, fostering their professional growth and contributing to the team's success.
- Proficient in Microsoft Excel and Power BI, utilizing pivot tables, pivot reporting, charts, and dashboards for efficient data analysis.
- Performed failure report analysis regarding design, product and testing data to effectively reduce the failures and increase customer satisfaction.

Technical Analyst, Concentrix

January 2018 – July 2019 | Pune, India

Analysis and Reporting

- Worked as a Data Analyst in the Dell Account, performing various roles including Inventory Management, Support team management, Strategy Planning, Data Reporting, and Dispatch reviewing.
- Generated 15+ insightful reports for multiple entities such as AHT, Case Inventory, Customer Survey Reports, and Repeat Dispatches.
- Utilized Microsoft Excel and Power BI to develop inventory tracking spreadsheets, agent performance tracking and incentivization, case closure and high aged case tracking, and dispatch reports for specific product lines and hot issues.
- Estimated monetary losses caused by incorrect troubleshooting, leading to incurred additional costs for Dell.