

# ANKUSH KOUL

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## SUMMARY

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Experienced Product Analyst and Certified Data Analyst with 6 years of data analytics, reporting, and visualization expertise. Skilled in SQL, Excel, Power BI, Tableau, 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.

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## SKILLS

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### Database

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

### Analytics

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

### MS OFFICE

Advance Excel, MS Word, MS Power point,

### Others

Data Cleansing, Data visualization, Data warehousing, Data modelling, Python, People management, MIS reporting, Adhoc Reporting.

### Project Management

Jira, Confluence

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## WORK EXPERIENCE

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### Bajaj Finserv Direct Limited, Deputy Manager

11/2022 – present

Pune

#### Product Analyst

- Collaborate with stakeholders for strategic needs assessment.
- Enhance mobile app performance and user experience via data optimization.
- Monitor KPIs to drive app performance and user satisfaction.
- Lead teams through mentorship, fostering innovation.
- Implement Agile methodologies for efficient data management.
- Utilize Power BI for churn analysis, reducing churn by **20%**.
- Actionable recommendations from churn analysis boosted satisfaction by **15%**.

### Cabinetworks Group, E-Catalog Specialist

07/2019 – 08/2022

Pune, India

#### Analysis, Reporting and Visualization

- Improved data gathering methods: **20%** increase in accuracy, **15%** faster reporting.
- Mentored interns: Enhanced data skills, and promoted team growth.
- Detailed failure report analysis: **25%** fewer defects, **30%** higher customer satisfaction.
- Reduced product failures: Improvement in customer satisfaction.
- Optimized data gathering: More on-time deliveries, better customer experience.

### Concentrix, Technical Analyst

01/2018 – 07/2019

Pune, India

#### Analysis and Reporting

- Analyzed call center data, achieving a **15%** reduction in call resolution time and a **30%** increase in customer satisfaction scores.
- Generated reports, providing insights that led to a improvement in call center performance metrics.
- Collaborated with cross-functional teams, identifying trends and issues that led to a decrease in customer complaints.

- Conducted root cause analysis, addressing operational challenges and achieving a 25% improvement in service delivery.

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## PROFESSIONAL PROJECTS

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### Customer Churn Analytics, Bajaj Finserv Direct Limited

- Conducted comprehensive data analysis and visualized key metrics to identify patterns in customer churn. Developed actionable insights to enhance retention strategies and improve overall user engagement for the mobile app
- **Tools Used: Redshift, MySQL, Power BI, Adobe Analytics**

### Operational Efficiency Analytics, Cabinetworks Group

- Enhanced data gathering methods to improve accuracy and reporting speed, and conducted detailed failure report analysis to reduce defects and boost customer satisfaction. Optimized data processes, leading to better on-time deliveries and overall customer experience.
- **Tools Used: Salesforce, Excel, Power BI**

### Agent Efficiency Analytics, Concentrix

- Analyzed agent performance data, including call duration, customer demographics, issue types, and agent metrics. Identified trends and patterns to optimize call handling processes, resulting in improved efficiency and customer satisfaction.
- **Tools Used: Dell's Oracle DB, SQL, Excel, Power BI**

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## PERSONAL PROJECTS

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### Nile IVision Customer Service Report, Hero Vired

12/2023

- Created an analytics report and dashboard for Nile, an E-commerce company, to provide insights on their customer service request data, aiding in better business decisions and service improvements.
- **Tools used : Excel**

### Analysis of Airbnb Data, Hero Vired

03/2024

- Conducted a thorough analysis of Airbnb's global listings and reviewer scores data using Power BI, creating informative reports to gain deeper insights into Airbnb's operations and support strategic decision-making.
- **Tools used : MS Excel, Power BI**

### FDA Public Health Data Analysis, Hero Vired

04/2024

- Conducted thorough data analysis on FDA's dataset using MySQL and Power BI, creating informative reports to support the FDA's mission of safeguarding public health by ensuring the safety and effectiveness of various products and substances.
- **Tools Used: MS Excel, SQL Workbench, Power BI**

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## CERTIFICATION

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### Google Data Analytics Professional Certificate, Google

03/2022

Key analytical skills such as data cleaning, analysis, and visualization, and master tools like Excel, SQL and Tableau.

### Python 101 For Data Science, IBM

07/2022

Fundamentals of Python for data science, including data manipulation and analysis.

### Microsoft Power BI - Business Intelligence for Beginners, Udemy

08/2022

Basics of Microsoft Power BI to create impactful business intelligence reports and dashboards.

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## EDUCATION

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

Pune, India