





Roshni Kumari

Certified Data Analyst & Business Analyst

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PROFESSIONAL SUMMARY

Certified Data Analyst and Business Analyst with expertise in Excel, SQL, and Power BI, specializing in delivering data-driven insights to shape business strategy. Experienced in applying statistical modeling, data mining, and machine learning techniques to develop comprehensive projects and drive business outcomes.

WORK EXPERIENCE

Senior Analyst

Jan '23 - Present

- RIRCM
- Validated patient data across EHR systems (Amita Meditech, Cerner, Epic) using Phreesia CRM, ensuring accuracy in a fast-paced emergency department.
  - Delivered exceptional performance, achieving a 98% reduction in workflow, 0% absenteeism, and 100% quality standards, consistently earning A+ performance ratings on a monthly basis.
  - Reckoned** additional reporting tasks beyond core duties, leveraging **Excel automation, pivot tables, charts, and formulas** to enhance **accuracy, timeliness, and efficiency**.

Sales Executive

Sep '21 - Jan '23

- Policy Bazaar
- Analyzed customer data to inform tailored health insurance recommendations, driving enhanced customer satisfaction and loyalty through data-driven solutions.
  - Spearheaded lead conversion optimization project, driving 80% conversion rate and delivering data-driven insights to enhance sales processes and customer engagement.
  - Consistently surpassed sales targets, driving team success and earning CEO recognition for outstanding contributions to organizational growth and excellence.

Customer Associate

Oct '20 - Aug '21

- Teleperformance
- Analyzed** customer issues, identified patterns, and delivered **data-driven solutions** tailored to their needs.
  - Provided exceptional customer service by analyzing customer issues and ensuring satisfaction.

PROJECTS

SQL & POWER BI

Jan '24

- Chinook Music Store
- Newton School
- Conducted **data quality** checks on the Chinook music store's dataset, identifying and addressing **missing or duplicate** values across multiple tables to ensure **accuracy in analysis**.
  - Segmented** customers into **New, Existing, and Loyal** categories based on behavior and analyzed **LTV and AOV** to drive strategic decisions.
  - Analyzed **customer purchasing behavior**, including **frequency, basket size, and spending patterns**, to identify top-selling tracks, artists, albums, and genres by region.
  - Evaluated **customer churn rates, assessed contributing factors, and performed risk profiling** based on transaction history and purchasing behavior to improve retention strategies.
  - Applied customer lifetime value (**CLV**) modeling to predict **future value**, providing insights for targeted marketing and **loyalty initiatives** to optimize customer engagement and retention.
  - Leveraged **Power BI** to convert complex data into clear, **actionable visualizations** and created **interactive dashboards** that presented key trends and **performance metrics**, enabling informed, data-driven decisions.

EXCEL

Jan '24

- Zomato Restaurants
- Newton School
- Analyzed Zomato's vast dataset to identify trends, insights, and patterns, ensuring data accuracy by handling duplicates and missing values.

- Uncovered essential findings to guide **Zomato's expansion**, providing **location-wise comparisons** and highlighting suitable areas for new restaurant launches using data **visualization** techniques.
- **Dissected** global markets to identify top countries for restaurant expansion, evaluating **consumer behavior, ratings, price ranges, votes, and yearly trends**.
- **Originated** data-driven insights on market segmentation and competitive positioning, presenting findings through interactive visualizations and **dynamic dashboards**.
- **Recommended** online delivery and table booking enhancements to **maximize growth and profits**, improving reservation and order processes.

## POWER BI

Apr '25

### Chicago Crime Data Analysis

Newton School

- Analysed Chicago crime data (2022), identifying key trends and insights to inform law enforcement strategies.
- Developed Power BI dashboards to visualize crime trends, hotspots, and policing efficiency.
- Analysed case resolution and arrest rates, identifying gaps in enforcement and resource allocation.
- Developed targeted policing strategies for high-risk areas and district-specific interventions.

## EDUCATION

### Bachelor's of Computer Application

Jan '21 - Jan '24

#### IGNOU

School of Open Learning

Gained a strong foundation in **computer science, programming, database management, and software development**. Developed skills in **Python, Java, SQL, and data structures**, along with problem-solving and analytical thinking.

## SKILLS

**Data Analysis & Visualization:** Power BI, Advanced Excel (Pivot Tables, Power Query, Dashboards)

**Programming & Databases:** SQL MySQL HTML

**AI & Automation:** Machine Learning Workflow Optimization

**Business Intelligence & Reporting:** KPI Tracking Performance Reporting Data Storytelling

**Soft Skills:** Project Management, Public Relations Teamwork, Leadership, Effective Communication, Critical Thinking, Storytelling

## CERTIFICATION

**Organization:** Data Analyst – Newton School (Jan 2025)

Expertise in **SQL, Power BI, Advanced Excel, and statistical techniques** for data-driven decision-making

**Organization:** Expertise in SQL – Hacker Rank (Jan 2025)

Demonstrated proficiency in **SQL queries, database management, data manipulation, and optimization** through hands-on problem-solving and assessments.

**Organization:** Business Analyst – LinkedIn (Jan 2025)

Gained insights into **stakeholder management, data analysis, and collaboration with project managers** to drive business decisions.

## ACHIEVEMENTS

- **Automated** reporting workflows using **Excel Macros, Power Query, and SQL**, enhancing efficiency.
- **Developed** interactive **Power BI dashboards** for data visualization and business intelligence.
- **Optimized** data analysis processes with **Pivot Tables, VLOOKUP, and Index-Match**, improving accuracy.
- **Executed** KPI tracking and forecasting, enabling **data-driven decision-making**.
- **Streamlined** SQL queries for **data extraction, joins, and stored procedures**, improving performance.