

# Ruchith Kapoor

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## Work Experience

### Business Analyst Intern at The Sparks Foundation - Remote

Oct 2024 - Dec 2024

- **Business Intelligence & Sales Insights:** Developed Power BI dashboards for customer segmentation & trend analysis, improving targeted sales strategies.
- **Client Engagement & Presentations:** Collaborated with stakeholders to understand reporting needs and tailor BI solutions, driving data-driven decision-making.
- **Sales Performance Optimization:** Provided insights into customer behavior, helping businesses adjust marketing and sales outreach strategies for higher ROI.

### Business Intelligence Analyst at CodSoft – India

June 2021 - Nov2022

- **Stakeholder Engagement & Prospecting:** Led outreach initiatives to engage decision-makers, identifying pain points and proposing data-driven solutions, increasing client adoption rate by 20%.
- **Consultative Selling & Product Demonstrations:** Presented Power BI solutions to executives and business teams, successfully demonstrating value and increasing product interest by 35%.
- **Sales-Driven BI Insights:** Designed sales performance dashboards that helped sales teams optimize outreach strategies, resulting in a 15% increase in conversion rates.
- **Lead Generation & Qualification:** Researched and built prospect lists using LinkedIn Sales Navigator & internal data sources, improving targeting efficiency by 25%.

## Certification

- **Microsoft Certified: Power BI Data Analyst Associate (PL – 300)** - Gained expertise in data visualization, DAX optimization, and Power BI architecture.
- **Entry Certificate in Business Analysis | IIBA** - Developed expertise in requirements gathering, process mapping & workflow automation.
- **Salesforce Associate Certification** - Gained in-depth knowledge of CRM functionalities, reporting, and data management for workflow efficiency.

## Skills

- **Technical Skills:** Power BI, SQL Server, T-SQL, Data Modeling (Star Schema), Data Warehousing, SSRS, Report Manager, Power Query, M Query, ETL, Power BI Service, Azure Dataflows, Performance Optimization, KPI Tracking
- **Business Development & Sales Strategy:** Lead Generation, Consultative Selling, Stakeholder Engagement, Business Process Documentation, Client Prospecting, Revenue Growth Strategy, B2B Communication.

## Projects [Portfolio](#)

- **Operational Efficiency & KPI Analysis (Power BI, DAX, SQL, RLS):** Developed enterprise BI dashboards tracking \$2.5M monthly sales, 1,500 metric tons inventory, and real-time production KPIs, reducing inventory waste by 15%. Optimized SQL queries and Power BI data models, reducing dashboard refresh time by 35% and improving data retrieval efficiency.
- **RBC Bank Churn Analysis:** Built Power BI dashboards integrating SQL pipelines and event tracking, improving churn prediction accuracy by 20% and increasing customer retention by 15%, leading to optimized marketing strategies. Built advanced segmentation models with DAX, RLS, and Power BI Service, enhancing data security and predictive modeling accuracy.
- **Retail Demand Forecasting (Power BI & SQL):** Developed a forecasting model tracking sales trends & replenishment cycle, improving forecasting accuracy by 15%.

## Education

Sault College Of Applied Arts & Technology, Toronto

Jan 2023 – Aug 2024

Post Graduation Diploma in Global Business Management

**Concentration 1:** Business Analysis, **Concentration 2:** Project Management, **Concentration 3:** Supply Chain & Logistics

**Courses:** Business Process Management, Business Development, Supply Chain Optimization, Operational Management