SHUBHAM BEDGE

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PROFILE SUMMARY

Data Analyst with **2.5+ years of experience** analyzing sales and CRM data within EdTech organizations. Hands-on experience in **SQL, Power BI, Excel, and Python** for data cleaning, reporting, KPI tracking, and sales funnel analysis. Worked closely with sales teams and managers to deliver accurate reports and actionable insights for performance monitoring, conversion improvement, and reporting-based forecasting support.

KEY SKILLS

Tools and Tech: SQL (MySQL, PostgreSQL), **Python** (Pandas, NumPy, Matplotlib), **Power BI** (Data Visualization, Dashboard Automation), **Advanced Excel** (Pivot Tables, Dashboards, Power Query)

Data Concepts: Data Modeling, Data Cleaning and Transformation, CRM Analytics, KPI Reporting, ETL, Business Intelligence, Forecasting, Insight Generation

Soft Skills: Analytical Thinking, Communication, Problem Solving, Stakeholder Reporting, Team Leadership

EXPERIENCE

Physics Wallah – Pune, India
Associate | May 2024 – Oct 2024

- Analyzed daily sales, lead, and follow-up data using Excel and CRM reports to track conversion performance across funnel stages.
- Prepared structured daily and weekly reports covering lead status, counselor productivity, and closures for managers.
- Identified lead drop-off patterns and high-performing sources and shared insights with sales managers to support improved follow-up effectiveness.
- Maintained data accuracy and consistency in CRM systems to ensure reliable reporting and performance tracking.

Bansal Classes Pvt. Ltd. – Pune, India
Assistant Branch Manager | Jan 2023 – Dec 2023

- Built and maintained Power BI dashboards for branch-level admissions, inquiries, revenue, and lead conversion tracking.
- Automated recurring monthly and quarterly reports using Power Query, reducing manual reporting effort by approximately 30%.
- Performed trend and seasonality analysis on inquiries and enrollments to support admission forecasting and batch planning.
- Shared dashboard insights with branch leadership during monthly performance review meetings.

BYJU'S – Pune, India
Business Development Associate (CRM Analytics) | Aug 2021 – Oct 2022

- Used SQL queries and Excel reports to analyze lead conversion rates, sales funnel stages, and revenue trends.
- Generated daily and weekly KPI reports for monitoring counselor performance and pipeline health.
- Supported follow-up improvements and contributing to approximately 10% improvement in conversion rates.
- Supported revenue initiatives contributing to ₹62L+ total revenue.

PRACTICE / LEARNING PROJECTS

Student Performance Tracker (Practice Project –Flask + MySQL + Python):

- Built a practice web application to track, visualize, and analyze student performance data.
- Processed structured datasets and created Python-based visualizations for performance monitoring.

Sales and ROI Dashboard (Practice Project –Power BI + Excel + Power Query):

- Developed a practice Power BI dashboard to analyze regional sales performance, marketing spends, and ROI.
- Enabled identification of underperforming regions and comparison of campaign effectiveness.

Conversion Funnel Analysis (Practice Project –SQL + Power BI + DAX):
- Performed end-to-end sales funnel analysis using SQL queries and Power BI dashboards.
- Identified key drop-off stages and documented insights leading to a simulated 15% conversion improvement.

Customer Retention Analysis (Practice Project –Python + Excel + Pandas):
- Analyzed customer churn patterns using transactional data.
- Identified key retention drivers and summarized insights for business decision support.

EDUCATION

- **M.Sc. Computer Science** – Swami Ramanand Teerth Marathwada University, Nanded | *2021–2023 (82.32%)*
- **B.Sc. Computer Science** – Savitribai Phule Pune University, Pune | *2017–2021 (61.68%)*

CERTIFICATIONS

- Google Data Analytics
- Python

ACHIEVEMENTS

- ***Employee of the Month*** *– Bansal Classes Pvt. Ltd. (recognized for consistent performance tracking and reporting support)*