# Vikram Ratan

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**SUMMARY:** Data-Driven Business Analyst with an experience of 2.5 years in data analysis and process optimization. Proficient in Business Intelligence tools to analyze and interpret data to identify actionable insights that drive business operations forward. 1st employee at Super Healthy and played a pivotal role in the growth of the company leading to a successful acquisition by Yoga-Bar. Proven track record of collaborating with cross-functional teams to drive customer success and enhance operational efficiency. Currently pursuing a Master's degree (2023-2024) and seeking internship or full-time opportunities in the analytics domain.

## SKILLS

**Languages, Libraries & Databases:** SQL, R, & Python (NumPy, Pandas, Matplotlib, SciPy), MySQL, Oracle, PostgreSQL
**Software Tools:** Tableau, PowerBI, Alteryx Designer, Spark, SharePoint, Microsoft SQL Server, MS Office
**Certifications:** Google Data Analytics, Alteryx Designer Core, Tableau Desktop Specialist, AWS Cloud Practitioner
**Soft Skills:** Effective communication, Teamwork, Problem-solving, Time management.

## PROFESSIONAL EXPERIENCE

**Amazon**, India                                                                                    **March 2022 – December 2022**
*Digital Analyst*
- Developed interactive and informative visualizations, including charts, graphs, and dashboards on key performance metrics, using **Amazon Quick Sight** improving team's efficiency by 20%.
- Analyzed device data to assess product performance, user behavior, and customer engagement, identifying trends, anomalies, and insights resulting in a 20% increase in knowledge article views.
- Provided troubleshooting assistance for digital devices such as Kindle, Fire Tv and Prime Video and analyzed customer feedback to gain insights into customer satisfaction and achieved 95% CSAT.

**SuperHealthy,** India                                                                               **August 2020 – March 2022**
*Business Analyst*
- Utilized SQL to extract, clean and analyze sales & marketing data to research 150 products in diverse categories, enhancing product listing leading to an increase in profitability by 12%.
- Initiated Demand Forecasting predicting weekly sales through interactive **Tableau and PowerBI** dashboards, product roadmaps, and competitor analyzes improving inventory turnover by 30%.
- Leveraged advanced **Excel (Pivot tables, VLOOKUP, SUMIFS, Solver)** to analyze sales data, churn rate, and identify trends that helped improve marketing campaigns with 17% higher customer engagement and conversion rates.
- Achieved $0.3 million to $6.6 million in FY 2020-21 by conducting in-depth market analysis and implementing data-driven strategies to enhance product offerings and maximize sales on Amazon.

## ACADEMIC PROJECTS

**Car Insurance Prediction,** R                                                                     **August 2023 – December 2023**
- Leveraged advanced data analytics to refine car insurance marketing strategies by implementing predictive modeling, resulting in a 25% conversion rate boost, demonstrated through logistic regression.
- Implemented predictive modeling using XG-Boost to identify high-risk drivers, reducing claim payouts by 30% through targeted risk mitigation measures, validated using decision tree classification.

**Airbnb Listing Data for Price Prediction and Market Insights, Python**                              **May 2023 - August 2023**
- Maintaining a competitive edge provided actionable strategies to further enhance the listings, resulting in an estimated 15% increase in booking rates.

## LEADERSHIP EXPERIENCE

**Business Analytics Leadership Council, Mentor, UTD**                                               **September 2023 - Present**
- Orchestrated successful boot camps and mentoring events/mixers, providing new students with valuable resources and guidance for a successful academic journey.

**Street Cause, Associate President, India**                                                          **June 2019 - May 2020**
- Executed projects on Sustainable Development Goals by raising INR 1 million through various fund-raising events, impacting 10000+ underprivileged while mentoring 300+ students from 7 colleges.

## EDUCATION

**The University of Texas at Dallas**                                                                       **December 2024**
Master of Science, Business Analytics                                                                           **GPA 3.77**
Coursework: Predictive Analytics, Big Data, Prescriptive Analytics, Causal Analytics and A/B Testing, Advance statistics for data science, Applied Machine Learning, Business Analytics with R