

Vikram Ratan

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SUMMARY: Data-Driven Business Analyst with 2.5 years of experience in data analysis and process optimization. Skilled in leveraging Business Intelligence tools to uncover actionable insights that enhance operations. Proven ability to collaborate with cross-functional teams to drive customer success and improve efficiency. Seeking full-time opportunities in analytics.

EDUCATION

The University of Texas at Dallas

Dec 2024

Master of Science, Business Analytics and Artificial Intelligence (STEM)

GPA 3.78

Coursework: Prescriptive and Predictive Analytics, Deep Learning, Machine Learning, Big Data, Causal Analytics and A/B Testing.

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, PowerBI Data Analyst, Alteryx Designer Core, Tableau Desktop Specialist.

Soft Skills: Critical Thinking, Effective communication, Teamwork, Problem-solving, Time management.

PROFESSIONAL EXPERIENCE

Amazon, India

Mar 2022 – Dec 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

Aug 2020 – Mar 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** dashboards, product roadmaps, and competitor analyzes improving inventory turnover by 30%.
- Leveraged advanced **Excel** 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

Customer Churn Prediction ([Project Link](#))

Jan 2024 – May 2024

- Built and deployed machine learning models (Random Forest, Logistic Regression, Gradient Boosting) to predict customer churn with high accuracy, enabling proactive retention strategies for high-risk customers.
- Performed in-depth analysis of customer behavior and service patterns, leveraging advanced data visualization and feature engineering to uncover insights that reduced churn rates by 26.6%.

Marketing Campaign Effectiveness ([Project Link](#))

Aug 2023 – Dec 2023

- Conducted in-depth analysis of marketing campaigns, utilizing A/B testing, customer segmentation, and exploratory data analysis to identify high-ROI strategies and optimize engagement across channels.
- Developed actionable insights by evaluating campaign performance metrics, including conversion rates and acquisition costs, enabling tailored recommendations that enhanced marketing ROI and reduced budget inefficiencies.

LEADERSHIP EXPERIENCE

Business Analytics Leadership Council, Marketing Lead, UTD

Sep 2023 – Present

- Lead a team of 8 students to develop and execute marketing strategies to boost attendance and visibility for BALC events, workshops, and speaker sessions. Utilizing social media, email campaigns, and partnerships to maximize reach.

Street Cause, Associate President, India

Jun 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.