

VIKRAM BHAGNANI

Certified Data Analyst

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Ahmedabad, India

SUMMARY

Certified Data Analyst with a strong foundation in U.S. accounting and hands-on experience in data cleaning, analysis, and visualization. Proficient in transforming complex data into actionable insights through Excel, SQL queries, Power BI dashboards. Adept at cross-functional collaboration, statistical analysis, and reporting to support business decision-making. Certified by IABAC and DataMites with projects showcasing expertise in customer segmentation, regression modelling, and SQL-based insights. Eager to contribute to strategic initiatives in a dynamic, remote-first environment.

SKILLS

- **Analytical & Statistical:** Linear & Logistic Regression, Clustering, Classification, Correlation & Covariance, KPI Analysis, Business Insights, Data Interpretation, Forecasting, Financial Analysis
- **Technical Tools & Languages:** SQL (MySQL), Python (Foundational), Power BI, MS Excel (including Pivot Tables), Tableau (basic), ETL Processes
- **Data Handling:** Data Cleaning, Data Transformation, Data Visualization, Data Management, Trend Analysis, Ranking Analysis, Comparison Analysis
- **Soft Skills:** Effective Communication, Team Collaboration, Problem Solving, Presentation Skills, Critical Thinking, Continuous Learning

EXPERIENCE

IMS Decimal Group

Senior MIS Executive

July 2025 – Present

- Maintain and update Aging Reports in Excel to monitor outstanding receivables and payables.
- Perform detailed data analysis and visualization of the Aging Report to identify trends, anomalies, and high-risk accounts.
- Develop interactive charts and dashboards in Excel to present insights for management review.
- Collaborate with finance and operations teams to recommend process improvements for payment collection efficiency.

Rubixe - AI Solutions Company

Data Analyst Consultant

Feb 2025 – May 2025

- Completed real-world projects including Customer Segmentation, Startup Profit Analysis, and IMDB SQL Analysis.
- Performed data cleaning, segmentation, regression modelling, and SQL-based querying.
- Developed interactive Power BI dashboards and Excel-based insights presentations.
- Received client appreciation for detail orientation, analytical rigor, and timely project delivery.

Paperchase Accountancy

Accounts Executive

September, 2024 – June, 2025

- Manage daily bookkeeping tasks, including fund file updates and general ledger maintenance.
- Process and record vendor bills, ensuring timely payments and accurate documentation.
- Maintain and update payment tracking sheets to monitor financial activities.
- Conduct financial analysis to track expenses, cash flow, and commission disbursements.
- Support strategic decision-making by analysing spending trends and preparing accurate financial reports.

Gogotech Pvt Ltd

Accounts Executive

August 2023 – April 2024

- Handled day-to-day invoice management, ensuring timely and accurate vendor payments.
- Maintained effective communication with vendors to resolve invoicing issues and obtain necessary documents.
- Ensured financial records were up-to-date and compliant with organizational standards.
- Maintained accurate bookkeeping aligned with accounting principles and regulatory compliance.
- Conducted account reconciliations and prepared regular financial statements.
- Performed comparative financial analysis of assets, liabilities, and income based on previous years' data.

- Provided actionable insights through financial reports to aid strategic decision-making.

EDUCATION

Bachelor of Commerce | 58% - 2020
Bhakta Kavi Narsinh Mehta University

PROJECTS

1. Customer Segmentation

- Processed and cleaned raw customer purchase data in Excel to identify spending behaviour patterns based on frequency, amount, and demographics.
- Applied business logic to group customers into meaningful segments (e.g., high-value vs low-frequency buyers) and visualized results in Power BI dashboards.
- Derived actionable insights to support targeted promotions and discount strategy recommendations aimed at boosting customer retention and profitability.

Skills Applied: Data Cleaning, Pivot Tables, Segmentation Logic, Visualization

2. Startup Profit Analysis

- Delivered an **end-to-end analytics project**, building a multiple regression model to assess business drivers of profitability.
- Created an **interactive Power BI dashboard** to present insights.
- Applied predictive modelling to identify that R&D spend had the highest ROI.
- **Generated client-style deck** to communicate insights, enabling strategic investment decisions.

Skills Applied: Regression Analysis, KPI Analysis, Dashboarding

3. IMDB Movie Analysis

- Analysed movie and director datasets from an IMDB-like relational database using complex SQL queries to answer real-world business questions.
- Performed joins between movie and director tables, applied filtering, aggregations (e.g., COUNT, SUM, AVG), and used GROUP BY, ORDER BY, LIKE, and LIMIT clauses to derive insights such as: (Most bankable and awarded directors, most popular and top-rated movies, Female representation among directors)
- Summarized query results in Excel for interpretation and reporting, demonstrating the ability to extract meaningful insights directly from raw SQL outputs.

Skills Applied: SQL Querying, Joins, Aggregations, Pattern Matching, Data Interpretation

4. Sales Performance Analysis (Excel)

- Cleaned and analyzed 3 years of order data to evaluate sales, profit, and quantity trends across regions, categories, and sub-categories.
- Performed **correlation, trend analysis, ranking analysis, and comparison analysis** to identify high-performing segments and profitability drivers.
- Built an interactive Excel dashboard using **Pivot Tables and forecasting techniques** to visualize KPIs and deliver actionable insights for strategic decision-making..

Skills Applied: Data Cleaning, Pivot Tables, Trend Analysis, Ranking, Dashboard Design, Visualization

CERTIFICATION

- CDA (Certified Data Analyst) Course Completion Certificate: from Datamites – March, 2025
- Certified Data Analyst: from IABAC (International Association of Business Analytics Certification) – April, 2025
- Data Analytics: SimpliLearn - April, 2025
- Data Analyst and Freelancing with MS Excel: from Udemy - July, 2025