

Skills

- SQL (MySQL) - Advanced
- Python (Pandas, NumPy, Seaborn, Matplotlib)
- Tableau – Basic
- Microsoft PowerBI
- Git
- Excel (VLOOKUP, Conditional Formatting, Pivot Tables)
- Cloud - AWS (S3, EMR, EC2) – Introductory Hands-on

Projects

IMDB MOVIES – RSVP INSIGHTS– SQL

August 2023

- Top Movies – Based on ratings within specific genres.
- Genre Analysis – Identifying prevailing genres and patterns in genre popularity over time.
- Director & Actor Analysis – Identified most prolific directors and actors based on quantitative metrics.
- Ratings Analysis – Highest and lowest rated movies through discerning statistics.

BANK CREDIT EDA - PYTHON

June 2023

- Leveraged Python to conduct In-Dept analysis on Bank Credit Dataset.
- Utilized Numpy and Pandas for Data Aggregation and Manipulation.
- Matplotlib and Seaborn for Comprehensive Visualizations.
- Compiled a Professional and insightful report synthesizing the analytical process, key findings and actionable insights.

Education

PGD, DATA SCIENCE PROGRAM – IIIT BANGALORE & UPGRAD Specialization: Data Analytics

April 2024

BACHELOR OF SCIENCE – RMLAU Ayodhya Major - Mathematics

August 2017

Work Experience

GROWTH HACKER – Workfall Inc (Thrymr Software Pvt Ltd)

February 2022- December 2022

- Headed a team of 4 sales Associates, implementing effective strategies in the PST region.
- Identified and qualified potential leads, securing over 21 high level client engagements with C-Suite executives. Achieved quick closures, closing a deal within 48 hours from cold outreach to deal closure.
- Managed the automation platform (SendGrid) and successfully migrated sales pipeline to the HubSpot Sales Hub, utilizing it for performance analysis and efficient sales operations.
- Implemented the Mailing and Cold- Calling operations through the Sales Hub, deployed A/B testing methodologies for 30% more clickthrough rates and 18% mail open rates for targeted campaigns.

GROWTH ENABLER – Workfall Inc (Thrymr Software)

November 2021 - February 2022

- Contributed as a member of APAC Sales team, worked with active lead generation and cold outreach efforts.
- Best performer in the team having scheduled over 14 client meetings.
- Established a robust regional lead network through precision campaigns and strategic mailing initiatives.

BUSINESS DEVELOPMENT ASSOCIATE – InCampus Solutions (Nexami Ventures Pvt Ltd)

December 2019 – August 2021

- Trained in and conducted extensive market research and competitor analysis.

- Developed and executed paid marketing campaigns (Google Ads).
- Trained in and performed strategic lead generation through various platforms securing potential leads for targeted campaigns,
- Implemented On-Page SEO strategies resulting in front page ranking of the company page (Incampus.in) through keyword Research.