# Dev Agarwal

## DATA ANALYST

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## SUMMARY

Data Analyst with experience delivering end-to-end analytical work using SQL, Excel, Python, and BI tools. Skilled in data cleaning, exploratory analysis, KPI definition, and building decision-support dashboards across multiple business functions. A background in software development enhances data validation, structured problem-solving, and cross-functional collaboration.

## Technical Skills

**SQL**: Joins, Subqueries, CTEs, Window Functions
**Excel**: Pivot Tables, Lookups (VLOOKUP/XLOOKUP), Data Cleaning, KPI Models
**BI & Visualization**: Power BI (Data Modeling, DAX), Tableau (Dashboards, KPI Visualizations)
**Python**: pandas, NumPy, Exploratory Data Analysis (EDA)
**Tools**: Git, GitHub, VS Code

## Projects

### Revenue Leakage & Customer Retention Analysis
*Domain: E-commerce / Transactional Business*
*Tools: SQL, Excel, Python (pandas), Power BI*

- Analyzed 15,000+ transactional order records to identify revenue leakage and customer retention gaps across segments.
- Built SQL-based cohort analysis and defined core KPIs (repeat purchase rate, churn %, average order value) to evaluate customer behavior over time.
- Designed a Power BI dashboard summarizing high-risk customer segments and key revenue leakage drivers for stakeholder review.

### Customer Churn & Cohort Analysis
*Domain: Subscription / SaaS-style Businesss*
*Tools: SQL, Excel, Python*

- Performed churn and lifecycle analysis on 10,000+ subscription records to identify customer drop-off patterns by tenure and plan type.
- Used advanced SQL (CTEs, window functions) to calculate cohort-level retention and track churn across multiple billing cycles.
- Presented churn insights through Excel-based summaries to support retention-focused decision-making.

## Experience

### Software Developer (Flutter) — Pune, MH
*Centralogic PVT LTD* — *Mar 2023 – Apr 2024*

- Developed cross-platform applications (Android, iOS, and Web) using Flutter for internal products and client-facing solutions.
- Built an internal aptitude test application used for candidate shortlisting, where test results were stored in a database and exported to Excel for evaluation against predefined cutoff criteria.
- Designed and implemented the complete Leave Management module for an in-house HRMS product, including leave balance logic, approval workflows, and rule-based leave types.
- Contributed to a mobile-first event management application for a resort chain, enabling guests to create and manage itineraries with multiple in-resort activities.
- Worked closely with backend teams to integrate APIs, handle dynamic data from databases, and ensure consistent application behavior across business workflows.

### Badminton Coach — Ahilyanagar, MH
*Battledore Sports Academy* — *Aug 2019 – Nov 2025*

- Managed training operations across multiple student batches, including scheduling, fee coordination, and day-to-day communication with parents and coaching staff.

## Education

### Data Science Program - IIT Guwahati x Masai School — Remote
*Jan. 2025 – Present (Mar 2026)*

### The BPHE Society's Ahmednagar College — Ahilyanagar, MH
*Bachelor of Business Administration (Computer Applications)* — *Jul. 2019 – Apr 2022*

## Certifications

*Deloitte Australia – Data Analytics Job Simulation (Forage)* — April 2025