RITHIK NEGI

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PROFILE SUMMARY

Business Intelligence Analyst with 2+ years of experience in reporting, dashboard development, and data analysis, enabling operational and financial decision-making. Strong expertise in SQL, Power BI, Tableau, data validation, and reporting automation. Proven ability to design clear, intuitive dashboards, analyze large datasets to identify trends and patterns, and translate complex data into actionable insights for technical and non-technical stakeholders. Experienced in working with cross-functional teams including Finance, Operations, and Business stakeholders, ensuring data accuracy, integrity, and consistency in reporting environments.

CORE COMPETENCIES

- Business Intelligence & Data Analytics
- SQL (Joins, CTEs, Aggregations, Subqueries
- Power BI & Tableau
- Report & Dashboard Design
- Data Integrity, Validation & Quality Assurance
- Data Warehousing & ETL
- Operational & Financial Metrics Analysis
- Cross-functional Stakeholder Collaboration
- Reporting Automation & Documentation
- Risk & Controls Awareness

PROOF OF WORK & IMPACT

- **Operations & Content Performance Analysis (Independent)**
  - Analysed large-scale engagement datasets (300,000+ views) to identify retention patterns and performance drivers
  - Built repeatable reporting frameworks instead of one-off analysis, improving insight consistency

PROFESSIONAL EXPERIENCE

Elysian Essentials — Marketing Analyst / Brand Solutions Lead   **OCT 2023 - DEC 2024**

- Built and maintained performance dashboards tracking engagement, conversion, retention, and revenue metrics
- Used SQL, Excel, GA4, and Power BI to generate daily and weekly reports for business reviews
- Standardized datasets and reporting definitions to strengthen data accuracy and reporting reliability
- Interpreted complex data and presented insights in a clear, actionable format for stakeholders
- Supported continuous improvement of reporting strategy and dashboard effectiveness

BIZNEED, CA USA Data & Growth Analyst   **Dec 2020 - Feb 2023**

- Designed, built, and maintained SQL-driven reports and dashboards providing real-time insights into business and operational performance
- Created user-friendly Power BI and Tableau dashboards to support leadership and operational teams
- Analyzed large datasets to identify performance trends, process gaps, and improvement opportunities
- Automated recurring reports, improving reporting efficiency, accuracy, and turnaround time
- Ensured data integrity and consistency through validation checks, normalization logic, and documentation
- Collaborated with Finance, Operations, and Product teams to gather requirements and deliver aligned reporting solutions
- Supported leadership with deep-dive analysis, ad-hoc reporting, and performance reviews

STRATEGY & ANALYTICS PROJECTS

- SaaS Intelligence Engine — Customer Churn & Revenue Risk
  - Built SQL-based data pipelines feeding lifecycle dashboards for churn and revenue risk
  - Enabled leadership to make risk-aware decisions using early-warning indicators
- India Pulse Decision Engine — Macro + Business Insights
  - Aggregated multi-source datasets to analyze economic and business trends
  - Produced insight-driven reports to support strategic planning
- Reliance Intel — Strategic Investment Analysis (Independent)
  - Conducted financial analysis, scenario modelling, and risk-return assessment
  - Built reporting outputs aligned with business and financial decision frameworks

DATA INTEGRITY & QUALITY ASSURANCE

- Ensured accuracy, consistency, and reliability of data used in reports and dashboards
- Performed data validation, troubleshooting, and issue resolution
- Maintained documentation for metrics, dashboards, and reporting logic

EDUCATION

B.COM (Finance) - HNBGU (Central University)
Relevant Coursework: Business Analytics, Statistics, Financial Modeling, Data Analysis, Economics