

Summary

Solution-oriented sales and analytics professional with a Computer Science background, hands-on experience in CRM-driven marketing analytics, Power BI dashboards, and stakeholder engagement, enabling data-backed sales optimization, customer acquisition, and revenue growth.

Education

B.Tech in Computer Science
VIT Bhopal University

Oct 2022 – Present
CGPA: 7.90

Skills

Data Analysis & Visualization: Power BI, DAX, Excel, Data Visualization

Programming & Tools: CRM Solution, SaaS, Agile Methodology, Scrum

Analytics Techniques: KPI Design, Reporting, Statistical Analysis, Hypothesis Testing

Business & Consulting: Data Storytelling, Negotiation, Stakeholder Management, Planning & Execution

Collaboration & Communication: Cross-functional Teamwork, Client Presentation, Requirement Gathering, Data-to-Insight

Experience

Data Analytics Intern — KL LAB

May 2024 – Jul 2024 (Remote)

- Built and enhanced 4+ interactive dashboards using Power BI and Excel, accelerating KPI monitoring and reducing monthly reporting cycles by 30% through workflow automation.
- Managed and validated datasets with 100K+ rows, maintaining 99% data integrity and improving consistency of downstream reporting.

Projects

Meta Ads Performance Dashboard
GitHub

Power BI, DAX, Excel, Meta Ads Manager

- Developed an advertising analytics dashboard tracking 339K+ impressions and 40K+ clicks across Facebook and Instagram campaigns.
- Implemented 15+ DAX measures to evaluate revenue, margins, YoY growth, CTR, CPC, CPM, conversions, ROAS, and audience segments.
- Delivered drill-down insights that identified underperforming creatives and guided strategic budget reallocation to improve ROI.

Coffee Sales Dashboard – Data Analytics
GitHub

Python, Pandas, Power BI

- Analyzed 6+ months of sales data (50K+ records) to uncover trends, seasonality, and product performance using Python and Pandas.
- Cleaned and transformed 50K–100K row datasets, improving data accuracy and visualizing revenue contribution, top-selling items, and regional insights for clearer reporting. .
- Designed 3+ interactive KPI dashboards to enhance revenue visibility and support faster data-driven decisions.

Achievements & Leadership

- **Intern — KL LAB:** A sales and marketing organization where I interacted with sales professionals and collected data to analyze sales performance, targets, and overall business outcomes.
- **Marketing Lead — IOS Club, VIT Bhopal:** Led and executed event marketing strategies, including digital promotion, audience engagement, and campaign planning. Collaborated with cross-functional teams to increase event visibility, drive student participation, and support brand awareness through social media marketing, outreach initiatives, and on-campus promotions.
- **Marketing Lead — AdVITya'25:** Built and led a dedicated marketing team to promote a large-scale college fest. Conducted outbound outreach and strategic communication with multiple colleges to drive participation. Executed inter-college marketing campaigns, coordinated follow-ups, and strengthened event visibility and reach.

Languages

English, Hindi