Rachit Jain

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Professional Summary

Results-driven Data Analyst with experience analyzing 200K+ transactional and customer records using PostgreSQL, Python, Advanced Excel, and Power BI. Strong expertise in SQL-based analytics, data modeling, KPI engineering, RFM segmentation, cohort analysis, and dashboard automation. Improved reporting efficiency by 45%, optimized SQL execution by 25%, and delivered actionable insights supporting data-driven business decisions.

Education

Teerthanker Mahaveer University   2022 – 2025
Bachelor of Computer Applications (BCA) – 79%   Moradabad, India

Core Competencies

Data Analysis | Data Cleaning & Validation | SQL Query Optimization | Data Modeling | KPI Development | ETL Workflows | Dashboard Automation | Business Performance Metrics | Statistical Analysis

Projects

Revenue & Business Performance Analytics   *PostgreSQL, Power BI, Excel*

- Analyzed 50K+ transactions using advanced SQL (Joins, CTEs, Window Functions, Subqueries) to compute revenue, MoM growth, AOV, contribution margin, and return rate KPIs.
- Designed optimized SQL views and aggregation pipelines improving query performance by 20–25%.
- Conducted Pareto (80/20) revenue analysis identifying top 20% SKUs contributing 60% of total sales.
- Built interactive Power BI dashboards with DAX and drill-through insights, reducing manual MIS reporting by 45%.

Customer Segmentation & Retention Analytics   *PostgreSQL, Python, Power BI*

- Processed 600K+ transactions and 200K+ customer records using Pandas and NumPy for cleaning, transformation, and feature engineering.
- Developed RFM segmentation model identifying 25% high-value and 18% churn-risk customers.
- Performed cohort analysis and CLV modeling to evaluate retention curves and repeat purchase behavior.
- Automated reporting workflows improving data accuracy by 30% and reducing manual dependency.

Inventory & Demand Optimization Analytics   *PostgreSQL, Power BI, Excel*

- Analyzed 250K+ SKU-level records identifying negative stock, duplicates, pricing inconsistencies, and slow-moving inventory.
- Applied demand velocity and turnover metrics to classify SKUs (Fast, Medium, Slow, Overstock, Understock).
- Evaluated supplier lead-time variability and stock turnover ratios to uncover operational inefficiencies.
- Developed inventory dashboards improving reporting visibility and reducing effort by 40%.

Technical Skills

Languages: PostgreSQL (CTEs, Window Functions, Subqueries, Query Optimization), Python (Pandas, NumPy)
BI Tools: Power BI (DAX, Data Modeling, KPI Dashboards), Tableau (Basic)
Excel: Power Query, Pivot Tables, XLOOKUP/VLOOKUP, Data Validation
Data Concepts: ETL, RFM Analysis, CLV Modeling, Cohort Analysis, Data Quality Checks
Tools: Git, GitHub, MS Office Suite

Professional Skills

Analytical Thinking | Problem Solving | Business Communication | Stakeholder Reporting | Attention to Detail

Certifications

- Microsoft Excel With A.I
- Power BI Workshop – DAX, Data Modeling, KPI Dashboard Development