

K. Yuvraj

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ENTREPRENEUR | STRATEGY ARCHITECT | INNOVATIVE POWER BI DEVELOPER | DATA VISUALIZATION EXPERT

Data-centric **Product Analyst** and **Former Founder** with 3 years of experience in **Product Analytics**, **A/B Testing**, and **KPI Definition** and **Product Development**. Proficient in **SQL**, **Python**, and **Power BI/Tableau** to visualize complex datasets. Proven track record of monitoring product metrics (Retention, Churn, Adoption) and conducting user research to uncover actionable insights that drive product roadmap decisions and optimize user experience.

COMPETENCIES MATRIX

Technical Skills: PowerBI | Advance Excel | Tableau | Python | Python | SQL | JIRA | AI | Product Analysis | Wireframing | PRD Writing | User Journey Mapping | HTML and CSS

- Power BI Development
- Data Visualization and Modeling
- ETL (Extract, Transform, and Load)
- Data Warehousing
- Project Delivery Management
- Dashboard Creation and Reporting
- Client/Stakeholder Communication
- Requirement Gathering and Analysis
- Data Integration
- Automation Initiatives
- Data Governance and Data Migrations
- Operational Efficiency
- Agile Methodology
- Scrum
- Team Building and Leadership
- Business Process Modeling
- A/B Testing
- Funnel Analysis
- Cohort Analysis
- Google Analytics

CAREER CONTOUR

Marktech Creations, Hyderabad | Co-Founder and CTO | **August 2022 - till date**

Value Deliverables:

- Conducted extensive **financial analysis** and prepared **pitch materials to secure 20L+** in capital, effectively **managing liquidity** and allocating funds for **operational growth**.
- Scaled operations from **0 to 1** by implementing robust **financial tracking and KPI monitoring systems**, ensuring **100% fund utilization** efficiency and achieving key quarterly business milestones.
- Led **Product Analytics** for the MVP, tracking **conversion funnels** and **user behavior** to optimize the **customer journey**.
- Conducted **Customer Segmentation** and **Cohort Analysis** to identify high-LTV user groups, directly influencing the **Product Roadmap**.

Avhea Solutions, Hyderabad | Human Resource Intern | **October 2022 - January 2023**

Value Deliverables:

- Optimized recruitment workflows by **analyzing applicant tracking data**, reducing average time-to-hire by **30%** and streamlining onboarding processes to support a **2x growth in headcount**.
- Conducted **skill-gap analysis** on employee performance data to **design targeted training programs**, resulting in a **20% measurable increase** in team **productivity and output**.

Sri Krishna Process Technologies, Hyderabad | In-Plant Trainee | **July 2022 - July 2022**

Value Deliverables:

- Acquired **in-depth knowledge of Chemical Reactors and its operations**, including its various components and machining processes involved.
- Used **Auto CAD and Fusion 360** predominantly for designing and synthesis of the chemical reactors.

National Small Industries Cooperation, Hyderabad | CNC Trainee | **April 2020 - December 2020**

Value Deliverables:

- Acquired **in-depth knowledge of CNC (Computer Numerical Control) and NC (Numerical Control) operations**, including programming, setup, and execution of machining processes.

AWARDS AND ACCOLADES

- **Best Innovation Recognition (IIC):** Acknowledged for identifying and solving an environmental problem of menstrual waste while following the sustainability guidelines.
- **Team Spotlight Award (IIT Bombay):** Secured All India Rank 4th in the National Entrepreneurship Challenge.

KEY PROJECTS UNDERTAKEN

Title: Netflix User Content Consumption Analysis | Project Type: Power BI Dashboard

- **Built a strategic dashboard** to visualize **content consumption patterns**, focusing on the correlation between **Content Duration** and **User Ratings** across different regions.
- Performed **exploratory data analysis (EDA)** on the Netflix dataset to segment content by maturity ratings (TV-MA, PG-13), revealing a dominant preference for mature content in **key markets**.
- Analyzed clickstream-like content data to identify behavioral anomalies. Performed **Root Cause Analysis (RCA)** on viewership drops to drive content strategy.
- **Key Insight:** Discovered that **International Movies** account for the largest share of the library, suggesting a successful localization strategy.
- **Tech Stack:** Power BI (DAX measures for custom metrics), Data Cleaning (Power Query), Data Modeling.

Title: Automotive Sales & Profitability Dashboard | Project Type: Power BI Dashboard

- Developed an **end-to-end BI solution** to analyze **global sales trends** for classic vehicle models, processing transaction-level data (Orders, Costs, Sales) to **derive net profit margins**.
- **Engineered advanced DAX measures** to calculate time-intelligence metrics, including **Year-to-Date (YTD) cumulative sales** and **Month-over-Month (MoM%) growth**, enabling precise temporal performance tracking.
- **Implemented AI-driven visuals**, specifically the **Decomposition Tree**, to allow users to conduct root-cause analysis of Net Profit by drilling down into Country, Product Line, and Customer segments.
- **Designed a comprehensive view** correlating Cost of Sales vs. Net Profit using scatter plots to identify high-margin product clusters and outlier transactions.

Title: Electric Vehicle (EV) Adoption Tracker | Project Type: Tableau Dashboard | [Project Link](#)

- **Designed a geospatial dashboard** to visualize the density of EV ownership across Washington State, leveraging **Mapbox integration** to drill down from County to Census Tract level.
- **Analyzed market penetration trends** by segmentation of 50,000+ records by **Vehicle Type** (BEV vs. PHEV) and **Make**, identifying Tesla and Nissan as market leaders in King County.
- **Engineered calculated fields** to categorize vehicles based on **CAFV (Clean Alternative Fuel Vehicle) Eligibility**, enabling stakeholders to assess the impact of legislative incentives on sales volume.

Title: Strategy & Market Demographics Monitor | Project Type: Tableau Dashboard | [Project Link](#)

- **Built a strategic sales tool** to analyze the profitability of accessories vs. bikes, identifying high-volume, low-margin items as key customer acquisition drivers.
- **Conducted geospatial market analysis** to map revenue concentration, pinpointing the **United States** as the primary revenue engine and identifying underperforming regions for potential strategic review.
- **Derived actionable customer insights** by segmenting sales data into Age Groups (Youth to Seniors), enabling targeted marketing strategies for the dominant "Adult (35-64)" demographic.
- **Tech Stack:** Tableau (Parameters, Geospatial Mapping, Calculated Fields), Data Cleaning & Modeling.

PROFESSIONAL CERTIFICATES

- **Data Analyst** | Issued by Udemy in 2025
- **Python for Data Science** | Issued by Udemy in 2025
- **Project Management** | Issued by LearnTube in 2025
- **McKinsey Forward Program** | Issued by McKinsey & Company in 2025
- **Power BI Essential Training**

SCHOLASTICS PORTFOLIO

Bachelor of Engineering in Mechanical Engineering | Institute of Aeronautical Engineering, Hyderabad in Jun 2024

Diploma in Mechanical Engineering | TKR College of Engineering and Technology, Hyderabad in Apr 2021