

Kapil Sarathe

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EDUCATION

Indian Institute of Information Technology, Bhopal

November 2022 – June 2026

Bachelors of Technology – Information Technology (IT)

Relevant Coursework: Data Structure & Algorithms, Object Oriented Programming , Databases Management System.

EXPERIENCE

Search Engine Optimization | STHEERA

December 2024 – March

2025

- Implemented targeted SEO strategies, including keyword research, on-page, and off-page optimization, resulting in a 35% increase in organic traffic and a **20% improvement in search engine rankings for targeted keywords within three months**.
- Collaborated with the content team to create SEO-friendly articles, **boosting content engagement by 25%** and **click-through rates by 15%** through analytics-driven competitor analysis.

Data Analyst | Today's Nifty

July 2024 – November 2024

- Executed SQL queries to extract, analyze, and manage **100K+ rows** of data for SEO and performance tracking.
- Optimized Excel datasets, **boosting data accuracy by 30%** and reducing processing time by 20%

PROJECTS

Ola Ride Analytics Dashboard | SQL, EXCEL, POWER BI

[GITHUB](#)

- SQL & Excel Data Analysis:** Processed and analyzed **100,000+ ride-booking records** using SQL queries and Excel, extracting key insights on cancellation trends, ride success rates, and revenue patterns to enhance operational efficiency and business decision-making.
- Power BI Dashboard Development:** Designed an interactive ride analytics dashboard in Power BI, **visualizing total bookings (103,024), revenue (₹35M), cancellation rate (28.08%)**, and customer ratings.
- Integrated an “Overall” summary page with pie charts and trend graphs for real-time insights into booking status, vehicle types, and revenue trends.

Cricket Data Analytics Dashboard | Power BI, Python, DAX

[GITHUB](#)

- Designed an interactive **Power BI dashboard to analyze** T-20 Cricket World Cup data, enabling match insights and player selection using data collected via web scraping and **preprocessed in Python (Pandas)**.
- Boosted Power BI functionality with advanced DAX-driven data modeling, ensuring seamless local interaction by sharing the .pbix file.

ACHIEVEMENTS & CERTIFICATES

- Secured **1st position** in Wordsmith Clash conducted by TodaysNifty among 1000 participants.
- Improved the Search Engine Optimization** for Website Contents of **Cotton Rat**.
- Achieved a [CodeChef](#) rating of **1703** and a [Codeforces](#) rating of **1054** through consistent practice; demonstrating a strong foundation in algorithms and data structures, translating to enhanced software development skills.
- Earned **17th rank** among 5000+ participants in the AlgoUniversity Coding Contest. [Certificate](#)

ACTIVITIES AND LEADERSHIP

Google Developer Student Club, IIIT Bhopal | Data Analyst Lead

August 2023 – August 2024

- Led data-driven strategies by analyzing engagement metrics, optimizing event performance, and enhancing community outreach.

Core Team member – Aarzoo, IIIT Bhopal

August 2023 – May 2024

- Exhibited leadership and active involvement in the college's esteemed cultural club, contributing to cultural performances and organizing cultural events around the year.

SKILLS AND TECHNOLOGIES

- Technical Skills:** C, C++, Python, MATLAB, HTML, CSS, MYSQL
- Technologies:** Pandas, Dplyr, Matplotlib, Ggplot2
- Developer Tools:** Github, Git, VSCode, WordPress, MS Office Suite, Google search console
- Soft Skills:** Leadership, Team Management, Communication
- BI TOOLS/Visualization:** Power BI