

# Krishal Karna

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## PROFILE

Data Analyst with strong expertise in SQL, Python, and Power BI, specializing in customer analytics, statistical testing, and production-grade data systems. Passionate about leveraging AI and machine learning to drive data-backed business decisions.

## EDUCATION

Jain University –

Bangalore, India

**Bachelor of Engineering** in Computer Science and Engineering

2023 – 2027

*Current CGPA (Till 5th Semester): 9.6/10*

- Among the top 2% of the batch
- Relevant coursework in Data Structures, Data Engineering, Data Analytics, Database Management Systems, Cloud Computing

## WORK EXPERIENCE

**Data Analyst Intern**

**Mahalaxmi Tech Group Pvt. Ltd., Nepal**

Jan 2026 – Mar 2026

- Analyzed structured business data to identify performance trends and support data-driven decision-making
- Developed interactive KPI dashboards for management, improving visibility into operational metrics
- Cleaned, validated, and transformed datasets to ensure high reporting accuracy and consistency
- Automated recurring reporting processes, reducing manual effort and improving efficiency
- Collaborated with cross-functional teams to translate analytical findings into actionable business recommendations

## SKILLS

**Technical:** SQL, Python, Statistics, ETL, Data Visualization, Machine Learning

**Tools:** Power BI, Excel, MySQL, Jupyter Notebook, Git, Vercel, Railway, React, FastApi

## CERTIFICATIONS

- [SQL Advanced- HackerRank](#)
- [Python for Data Science, AI & Development -IBM](#)
- [Introduction to Graph Theory — University of California San Diego](#) (95%)
- [Algorithms for Searching, Sorting, and Indexing — University of Colorado Boulder](#) (93%)

## PROJECTS

**Customer Segmentation using RFM & KMeans Clustering**

04/25-05/25

- Presented customer segmentation analysis and insights to senior management; findings led to optimization of marketing campaigns and improved customer retention rates by 15% within six months
- Led the development of segmentation model analyzing 10,000+ customers, applying KMeans to identify 4 key segments that enhanced targeted marketing by 25%
- Developed interactive Power BI dashboard consolidating insights, used regularly by 15+ marketing and sales stakeholders

### Production-Grade Retail SQL Analytics

12/25-01/26

- Built a retail analytics database (4+ tables, indexed fact & dimension schema) and analyzed 1,000,000+ sales records using CTEs, window functions, joins, and subqueries to track revenue, customer activity, and product performance
- Ran hypothesis tests (A/B testing, t-tests, 95% confidence intervals) on pricing and promotion data, identifying changes that produced a 6–9% statistically significant uplift in sales
- Wrote optimized SQL queries that reduced reporting time by 40%, enabling faster monthly and category-level performance reporting

### Tata Data Visualization: Empowering Business with Effective Insight( Virtual Job Simulation – Forage )

13/07/25

- Created Power BI visuals to analyze revenue trends and customer behavior
- Simulated a client meeting with TCS senior leadership (CEO & CMO)
- Identified top-performing markets and recommended strategies based on data insights

## ACHIEVEMENTS

- Completed 50+ advanced SQL and Python challenges on LeetCode, improving query efficiency and coding proficiency.
- Analyzed sales data of 10,000+ transactions to identify trends, contributing to a 12% increase in quarterly revenue.
- Built and maintained a GitHub portfolio with 5+ data analytics projects, with growing visits and positive feedback

## EXTRACURRICULAR ACTIVITIES

- Football analyst with comprehensive knowledge of global leagues, teams, and player statistics; regularly analyze, review, and discuss matches within fan communities.
- Written 25+ short stories, poems, and blogs exploring tech, life, and creativity; self-published selected works on social media and writing platforms
- Active cricket player in informal college-level matches; developed discipline, strategic thinking, and team coordination
- Chess player leveraging strategic planning and critical analysis to maintain focus and optimize decisions in competitive scenarios.