Krishal karna

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PROFILE

Data Analyst skilled in Python, SQL, and Power BI with experience in customer analytics and actionable dashboarding.

EDUCATION

Jain University –   *Bangalore, India*

Bachelor of Engineering in Computer Science and Engineering   *2023 – 2027*

Current CGPA (Till 4th Semester): 9.46/10

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

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.