

# Kumar Viswajeet

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## Professional Experience

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### Business Data Analyst

**BYJU'S**

Jaipur, India

June 2021 - September 2021

- **Developed and optimized ETL processes using Python**, improving data extraction efficiency by 40%.
- **Applied advanced SQL queries to analyze Salesforce CRM data**, uncovering insights that led to a 30% increase in conversion rates.
- **Created interactive dashboards in Tableau and Excel to visualize key performance metrics**, facilitating data-driven decision-making by senior management.
- **Leveraged advanced analytical techniques to extract actionable insights from sales data**, driving informed decision-making and business growth.
- **Strategically prioritized high-potential customer segments**, leveraging educational background data to target key demographics.
- **Developed and implemented data-driven recommendations for process improvements**, resulting in a 25% reduction in operational costs.

### Business Data Analyst

**RMC Switchgear Limited**

Jaipur, India

October 2020 – April 2021

- **Engineered a robust customer database using SQL and SAP**, enabling targeted marketing campaigns and improving customer acquisition by 15%.
- **Conducted predictive modeling and market trend analysis using Python and Excel**, identifying growth opportunities and increasing market share.
- **Managed end-to-end tender processes**, leveraging data insights to secure 500,000 INR in revenue from strategic contracts.
- **Utilized online platforms and trade shows to expand business reach and engagement**, resulting in a 15% increase in customer acquisition.
- **Implemented data-driven pricing strategies**, optimizing profitability and achieving a 10% increase in average deal size.
- **Led mentoring efforts**, enhancing team capabilities across various areas crucial for data analysis and reporting.
- **Presented actionable insights from data analysis to stakeholders**, driving strategic business decisions and optimizations.

## Education

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**Hands-on Training Program in Statistical Analysis**, Kreativstorm, Germany

**January 2024 – February**

**2024** Acquired proficiency in statistical analysis principles, including hypothesis testing, regression analysis, and data distribution measures (Mean, Median, Mode). Applied analytical techniques to interpret data types and make informed decisions based on statistical significance, preparing for practical application in data-driven environments.

**Master's Degree in Data Analytics**, Berlin School of Business and Innovation, Germany

**2022 - 2023**

**Bachelor of Mechanical Engineering**, Rajasthan Technical University, India

**2016 – 2022**

## Projects & Extra

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**Predictive Sales Modeling - Machine Learning Integration**

November 2023

Developed a machine learning-based predictive sales model, improving forecasting accuracy through integration of CRM and transactional data.

**Sales Of Supermarket In Europe Using Tableau**

March 2023

Designed interactive Tableau visualizations to analyze European supermarket sales, identifying key performance trends and optimizing promotional strategies. Integrated POS and market research data to create comprehensive dashboards.

**Data Analyst Salary Analysis & Dashboard Excel**

August 2023

Conducted thorough salary analysis using Excel, developing dynamic dashboards to visualize trends and inform HR strategies. Presented findings to senior management, leading to targeted compensation adjustments that improved employee satisfaction and retention rates.

**Urban Auto Insights**

August 2023

Analyzed India's automotive market trends using statistical techniques and data visualization tools, identifying regional demand patterns. Provided actionable insights to automotive industry clients, supporting strategic decisions in product development and market expansion.

Languages

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- English: Professional Proficiency
- German: Intermediate Proficiency (B1)
- Hindi: Fluent