

CONTACT

+91 9795602509

mukeshbalendra@gmail.com

<https://www.linkedin.com/in/mukesh-kumar-pal-2b9617209/>

WORKSHOP & PROJECTS

- Business Intelligence Using Power BI
- Master Power BI: 30 Hands-On Projects for Data Visualization

CERTIFICATE

- ChatGPT For Marketing
- Business Intelligence Using Power BI
- Master Power BI: 30 Hands-On Projects for Data Visualization

SKILLS

- ChatGPT
- Canva
- Data Analysis
- Power BI
- Webstories
- Problem-Solving
- Analytical Skill
- Critical Thinking
- Survey Design
- Dax Formula
- Data Modeling
- Data Visualization
- MS Excel

LANGUAGES

- English
- Hindi

MUKESH KUMAR PAL

RESEARCH ANALYST

PROFILE

Research Analyst with 2 years of experience in Google My Business, WordPress, CMS, Zoho Survey Form design, and Fundamental of Power BI (Dax, Data Modeling, Data Visualization). Passionate about using digital tools to deliver actionable insights and drive innovation.

WORK EXPERIENCE

●	MedPlus Health Services Limited Research Analyst	JUL 2022 - AUG 2024 HYDERABD
	<ul style="list-style-type: none">• Implemented Zoho Survey for MedPlus Diagnostics to gauge patient satisfaction.• Utilized Zoho Survey analytics to analyze ratings and satisfaction across categories.• Analyzed pharmacy website prices to optimize competitive pricing strategy.• Optimized MedPlus Stores' Google listings for accuracy, visibility in local searches, and increased foot traffic.• Create social media content calendars for MedPlus, including strategizing and analyzing posts.• Produced engaging Instagram video reels to boost brand awareness and engagement.• Managed product content on medplusmart.com via WordPress, ensuring accuracy, completeness, and SEO optimization.• Implemented targeted WhatsApp messaging campaigns to communicate promotions, offers, and service updates to MedPlus customers, driving both online and offline sales.	

EDUCATION

●	Bachelor Of Pharmacy	2022
	<ul style="list-style-type: none">• Dr. APJ Abdul Kalam Technical University	
●	Bachelor Of Science	2018
	<ul style="list-style-type: none">• Chhatrapati Shahu Ji Maharaj University Kanpur	
●	Intermediate	2015
	<ul style="list-style-type: none">• Bhartiya S S Inter College Kakadev Kanpur	
●	High School	2012
	<ul style="list-style-type: none">• Florets Internation School	