

PAVAN SINGH THONGAR

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PROFESSIONAL SUMMARY

Data-driven Business Analyst with 2.5+ years of experience in marketing, finance, and operations analytics across manufacturing and IT services. Adept at turning complex data into actionable insights using SQL, Python, Power BI, and Excel. Strong background in building dashboards, tracking KPIs, and supporting budgeting, forecasting, and marketing ROI evaluation.

PROFESSIONAL EXPERIENCE

Business Analyst

Allied American Agency

Oct 2025- Present

- Perform data research and gather business requirements for analysis.
- Analyze and visualize data to support product, finance, and marketing insights.
- Build customer database for renewals and prospecting.
- Assist with streamlining and refining policy data.
- Support budgeting, forecasting, and variance analysis.
- Work with the team in meetings and project discussions

Business Analyst

Radiant Infosystems Pvt. Ltd. – Bengaluru, India

Jan 2022 – Jul 2023

- Built dashboards in Power BI to track marketing funnels and customer retention KPIs.
- Developed financial models to support budget forecasts and variance analysis.
- Conducted operations workflow audits, reducing process delays by 15%.
- Collaborated cross-functionally to define business KPIs and streamline reporting.
- Extracted and transformed data from ETL pipelines (Azure Data Factory) for analysis.

Junior Business Analyst

Sreekaram Enterprises – Hyderabad, India

Jan 2021 – Dec 2021

- Automated reports to track product performance, improving campaign ROI tracking.
- Analyzed pricing and promotional performance across Amazon and Flipkart.
- Built dashboards to monitor vendor delivery timelines and supply chain delays.
- Cleaned and validated large data sets using SQL and Python for ad-hoc analysis.
- Delivered insights to improve demand forecasting and reduce stockout

EDUCATION

Master of Science in Business Analytics

Aug 2023 – Aug 2025

Trine University – Detroit, MI

Bachelor of Business Administration

Aug 2017 – Jun 2020

Bharathiar University – Coimbatore India.

SKILLS

Analytics & Visualization: SQL, Power BI, Tableau, Excel (VBA, Pivot Tables)

Programming: Python (Pandas, NumPy, Matplotlib), R (Basic)

ETL & Data Tools: Azure Data Factory, SSIS

Marketing Tools: Google Analytics (Basic), Campaign ROI Tracking

Operations Tools: KPI Dashboards , Process Mapping

Finance Tools : Budgeting , Forecasting , Financial Modeling

Soft Skills: Data Storytelling, Stakeholder communication, Agile collaboration

PROJECTS

Marketing Funnel Dashboard: Designed Power BI dashboards to track conversion rates, customer retention, and LTV. **Cost Efficiency Analysis:** Conducted variance analysis on budget vs. actuals for finance leadership.

KPI Bottleneck Detection: Identified and resolved delivery delays using SQL-based operational insights.

Customer Segmentation: Segmented customers using clustering to personalize marketing offers.

Price Optimization Model: Built a simulator that increased revenue by 12% using Python and SQL.

CERTIFICATIONS

Python for Data Analytics – Atlassian

Agile Project Management – Atlassian

Power BI Essentials – Simplilearn

Microsoft Excel – Advanced

