

PAVAN SINGH THONGAR

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PROFESSIONAL SUMMARY

Data & Business Analyst with 2.5+ years of experience transforming marketing, operational, and financial data into actionable business insights. Strong background in SQL, Excel, and Power BI, with proven success building KPI dashboards, analyzing customer acquisition funnels, and supporting forecasting and budgeting processes. Experienced in partnering with cross-functional teams to improve performance, streamline reporting, and drive data-informed decision-making in fast-paced, metrics-driven environments.

CORE SKILLS

Data Analysis & Visualization

SQL, Power BI, Excel (Advanced – Pivot Tables, VBA), Tableau

Business & Financial Analytics

KPI Tracking, Marketing Funnel Analysis, Customer Analytics, Budgeting & Forecasting, Variance Analysis, Financial Modeling

Data & ETL Tools

Azure Data Factory, SSIS, Data Cleaning & Validation, Data Integrity

Programming

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

Business Collaboration

Cross-functional Reporting, Stakeholder Communication, Data Storytelling, Requirements Gathering

PROFESSIONAL EXPERIENCE

Business Analyst - Allied American Agency Houston, Tx

Oct 2025 – Present

- Analyze customer, product, and financial data to support marketing performance, policy renewals, and revenue tracking.
- Build and maintain reports and dashboards to monitor KPIs related to customer acquisition, retention, and financial performance.
- Support budgeting, forecasting, and variance analysis by translating operational data into financial insights.
- Collaborate with cross-functional teams to refine data definitions and improve reporting accuracy.
- Assist in structuring and validating customer and policy data to improve data integrity and usability for decision-making.

Business Analyst - Radiant Infosystems Pvt. Ltd. Bengaluru, India

Jan 2022 – Jul 2023

- Built interactive Power BI dashboards to track marketing funnel performance, customer conversion rates, and retention KPIs, enabling leadership to identify drop-off points and improve acquisition efficiency.
- Analyzed customer and CRM-style datasets using SQL and Excel to uncover trends in engagement, lifecycle behavior, and campaign effectiveness.
- Partnered with operations teams to evaluate service performance metrics (turnaround times, workload distribution, and efficiency trends), contributing to a 15% reduction in process delays.
- Supported finance stakeholders with budget forecasting and variance analysis, linking operational performance with revenue and cost drivers.
- Extracted, cleaned, and validated data from centralized data pipelines (Azure Data Factory) to ensure data accuracy, consistency, and reliability across reports.

Junior Business Analyst - Sreekaram Enterprises. Hyderabad, India

Jan 2021 – Dec 2021

- Automated performance reports to track product and campaign effectiveness, improving visibility into marketing ROI.
- Analyzed pricing and promotional data across e-commerce platforms to identify trends and optimize performance.
- Developed dashboards to monitor operational KPIs including delivery timelines and vendor performance.
- Cleaned and validated large datasets using SQL and Python for ad-hoc and recurring analysis.
- Delivered data-driven insights that improved demand forecasting and reduced stockout risks.

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.

PROJECT EXPERIENCE

- Marketing Funnel Performance Dashboard:** Built Power BI dashboards to track conversion rates, retention, and customer lifetime value, enabling data-driven campaign optimization.
- Cost Efficiency & Variance Analysis:** Conducted budget vs. actual analysis to support finance leadership in identifying cost drivers and improving forecasting accuracy.
- KPI Bottleneck Detection:** Used SQL-based operational analysis to identify workflow inefficiencies and support process improvements.
- Customer Segmentation Model:** Applied clustering techniques to segment customers and support targeted marketing strategies.
- Price Optimization Simulator:** Developed a Python- and SQL-based model that improved revenue by 12% through data-driven pricing scenarios.

CERTIFICATIONS

Power BI Essentials • Microsoft Excel - Advanced • Python for Data Analytics • Agile Project Management