RAHUL HANWATE

📍 Pune, India| 📞 8928510365| 📧 rahul.hanwate@gmail.com| 🔗 [LinkedIn](#)| [Github](#)|Portfolio

Proficient in Data Visualization, Reporting, Dashboarding, Insight analysis with Computer Science Engineering background with hands on experience in Marketing . Domain, Excel, CRM, Marketing Campaign, Honing strong analytical skill, decision-making, problem solving abilities with learning mindset and proactive approach.

TECHNICAL SKILLS

- Power BI Desktop Power
- BI Service
- Power Query
- DAX

- Advanced Excel
- power Quary
- pivot table
- v-lookup

- SQL
- MySQL
- SQL Server

- Data Modelling
- Data Visualization
- Data Cleaning
- Data Storytelling

WORK EXPERIENCE

Marketing Research Analyst | Machizz Pvt Ltd, Pune   **sept 2020 - feb 2025**

- Compiled data fromclientinraw excel formatforcollecting, analyzing, and interpreting data about markets, consumers, and competitors to help organizations make informed marketing, product, and business decisions. They transform data into actionable insight to guide strategic planning and Marketing Campaign. Analyzed Customer Data for 3+ marketing campaigns, improving conversion rates by 15 %

    Tools used: CRM, Excel, Power query, Vlookup, Pivot Table .

Research Analyst | Excelsior Research ,Pune   **Mar 2019 - sept 2020**
- Perform extensiveresearch and gather data to help company market it's products or services.
- Market research hands on Excel gather data from Linkedin, Zoominfo, Apollo, Sintel & D&B Hoovers for the contact information .

PROJECTS

Power BI Developer | TATA (Virtual Internship from Forage) }| Link

Exploratory Data Analysis and risk profiling Predicting Delinquency with AI. Business report and data storytelling for collections strategy Implementing an AI-Driven collection strategy.

Marketing -Campaign-Analysis-Power-BI |Link

Marketing Analytics with this hands -on-Power Bi Project! To Analyze and visualize data from marketing campaigns, uncover Key performance indicator (KPIs) and track conversion rates Campaign performance and ROI (Return on Investment).

Shopify-Analysis| Power BI | Link

The goal of this project is to analyze shopify sales data in power bi to Uncover meaningful insights into transaction performance, customer purchasing behavior and long-term customer value.

Sales_store_Analysis|SQL | Link

Aretail storechaintrackdaily salestransactioms, including order details, customer info, product categories, order times, and order statu s. The business want to optimize operations,improve customer experience, and increase profitability using data-driven decisions.

Zepto_Analysis-Project| SQL | Link

The Project based on an e-commerce inventory dataset scraped from Zepto – One of India's fastest-growing quick-commerce startups .The project simulates real analyst workflows, from raw dara exploration to business-focused data Analysis.

Hospital Analysis- MS Excel | Link

This Hospital Emergency Room Dashboards is a comprehensive analytics solution built using Microsoft Excel. It is designed to help hospital management and healthcare analysts Monitor and evaluate emergency room performance through intuitive, data-driven visuals.

EDUCATION

Bachelor of Engineering in Computer Science   **2011- 2016**

Nagpur Institute of Technology, Nagpur

ACHIEVEMENTS

- Successfully planned and executed multiple high-impact marketing campaigns, resulting in a 30% increase in customer engagement and significant growth in brand awareness.
- Designed and optimized data-driven campaigns using CRM tools, achieving a 20% improvement in lead conversion rates.