

RAVI KUSHWAHA

Data Analyst | SQL | Power BI | Python | Advanced Excel
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PROFESSIONAL SUMMARY

Data Analyst with 2+ years of experience delivering end-to-end analytics solutions across AdTech and Automotive domains. Strong expertise in SQL, Advanced Excel, Power BI, Python, and Statistics with hands-on experience in data cleaning, analysis, dashboarding, and insight generation to support data-driven decision-making.

CORE SKILLS

SQL (CTEs, Window Functions) | Power BI (DAX, Data Modeling) | **Advanced Excel** (Power Query, Power Pivot, Vlookup, Xlookup, Index Match, Macros, Office Script) | Google Sheets | Python (Pandas, NumPy) | Data Cleaning & EDA | KPI Analysis | MIS & Automation | Statistics

PROFESSIONAL EXPERIENCE

Data Analyst – Silverpush (AdTech)

Gurugram | Oct 2024 – Present

- Analyze large-scale ad campaign data to identify trends, anomalies, and quality issues
- Build Power BI dashboards with optimized data models and DAX for KPI monitoring
- Write complex SQL queries to extract, transform, and analyze data from multiple sources
- Automate data preparation and reporting using Power Query and Python
- Deliver actionable insights to AdOps, QC, and business stakeholders

MIS Analyst – Skylight Consulting Services (Automotive)

Noida | Jun 2020 – May 2022

- Owned end-to-end MIS reporting including data extraction, analysis, and dashboards
- Automated recurring reports using Advanced Excel reducing manual effort by 30%
- Performed trend analysis on operational and warranty data to support management

PROJECTS

- Ad Campaign Performance Analysis (SQL, Power BI): Built dashboards to monitor KPIs.
- Automated MIS Reporting System (Excel, SQL): End-to-end automated reporting pipeline
- Data Cleaning & EDA (Python): Cleaned datasets, performed analysis, and generated insights.

EDUCATION

M.Sc. Data Science – Central University of Haryana (2022–2024)

BCA – M.M.H.A.P. University, Patna (2017–2020)