Rishi Raj

+91 93348 94833 ◇ Bangalore, India

rishiraj1410201818@gmail.com ◇ linkedin.com/in/rishi-raj-9137b51b1 ◇ github.com/raj2214

EDUCATION

Lovely Professional University Jalandhar — 2020 - 2023
Bachelor in Business Administration (International Finance) — 8.23 CGPA

EXPERIENCE

Senior Business Development Executive — Nov 2024 - Jan 2025
Erayaa Builders and Developers — Bangalore, KA

- **Developed data-driven sales strategies, increasing lead conversion by 15%.**
- **Conducted market research and trend analysis to identify profitable opportunities.**
- **Utilized Excel & SQL for customer segmentation, improving targeting efficiency.**

Founder — Apr 2024 - Oct 2024
Rethort — Bangalore, KA

- **Built a tech repair startup, streamlining smartphone & laptop services.**
- **Managed market research and used tools like Excel, SQL for quality lead generation.**
- **Led business operations, vendor partnerships, and strategic planning.**

Product Specialist Intern — Aug 2023 - Jan 2024
The Robobox — Bangalore, KA

- **Conducted customer behaviour analysis, improving product engagement by 20%.**
- **Provided technical support and assisted in data-driven product recommendations.**
- **Performed market research and competitor analysis to refine product strategy.**

PROJECTS

Airbnb Seattle Data Analysis — Feb 2025
- Analyzed **Airbnb listings in Seattle (2016)** using **MySQL, Excel, and Tableau**.
- Cleaned and processed raw data to extract **market trends and pricing insights**.
- Created **interactive Tableau dashboards** for business intelligence.

Spotify Power BI Analysis — Jan 2025
- Developed a **Power BI dashboard** for analyzing **Hollywood artists' Spotify performance**.
- Cleaned and transformed raw data to extract **user engagement trends**.
- Created **interactive visualizations** for data storytelling.

Bike Company Data Analysis — Jan 2025
- Processed **sales data (2011–2016)** using Excel to derive business insights.
- Built **Pivot Tables & Dashboards**, enabling non-technical users to analyze trends.
- Designed **interactive charts & slicers** for better data visualization.

OTHER

- **Technical Skills:** SQL, Excel, Power BI, Tableau, Python, AWS Basics, Azure Basics
- **Business Intelligence:** ETL Process, CRM, Market Research, Data Storytelling, Basics Statistics
- **Soft Skills:** Problem Analytics, Communication, Leadership, Team Work, Management, Resiliency