

# Rajini Kanth M

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## SKILLS:

**Advanced Excel:** Count if, Sum if, VLOOKUP, XLOOKUP, Index, Match, Concatenate, Pivot table, Pivot chart.

**SQL:** Data types, Queries, Aggregate functions, Joins, Subqueries.

**Power BI:** Data Cleaning, Data Modelling, Data Reporting, ETL, DAX, Custom visuals.

**Business Development:** Lead Generation, Sales Strategy, Negotiation.

**Communication and Relationship Building:** Client Relationship Management, Effective Communication.

## WORK EXPERIENCE:

### Business Analyst Intern – KultureHire

Aug 2024 – Sep 2024

- Identified and addressed **5+ key business challenges** by gathering targeted data sets and developing insights to address each issue effectively.
- Enhanced data quality by standardizing and cleaning data from multiple sources, reducing inconsistencies by **30%** to ensure high-quality analysis.
- Utilized advanced Excel functions to analyze data, generating insights that improved project outcomes by **15%**.

### Retail Marketing Intern – Aditya Birla Institute of Technology

Dec 2023 – Jan 2024

- Conducted an organizational study to evaluate retail marketing strategies and streamline business operations.
- Collaborated with the sales team to implement targeted marketing initiatives, resulting in a **20%** increase in product visibility and a **15%** boost in customer engagement.
- Contributed to **10%** improvement in customer retention by analyzing and streamlining the sales process.

## PROJECTS:

### Analysis of Women's Clothing Sales in India- Academic Project [Excel, SPSS]

Jun - 2024

[GitHub Repo](#)

- Analyzed **150+ women's clothing sales entries** on Amazon India using Advanced Excel, Power Query, and visualization tools to identify sales trends and peak purchase periods.
- Applied regression analysis to sales drivers and made data-driven recommendations for boosting sales by targeting peak demand periods.

### P & L Report – [ Excel, Pivot Table, Power Query ]

JUL - 2024

[GitHub Repo](#)

- Leveraged skills and data analysis techniques to compile a comprehensive P&L report for AtliQ Hardware FY 2022, identifying key profit drivers and cost reduction areas.
- Reduced costs by **10%** and boosted revenue by **15%** through data-driven recommendations in the P&L report.

## CERTIFICATION:

- Excel: Mother of Business Intelligence [Credential](#).
- Google Data Analytics Course [Credential](#).
- Power BI Data Analytics [Credential](#).

## EDUCATION:

Presidency college Bangalore, Karnataka.

Nov - 2024

MBA in Business Analytics and Marketing – **First Class**.

## OTHER ACTIVITIES:

- Achieved **1K** Followers on LinkedIn.
- Volunteer, Entrepreneurship and Innovation Club **15-20** Members.