

Rudra Bhende

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Insight-focused data analyst with **4+ years of experience** turning complex datasets into meaningful stories, supporting strategic decision-making across marketing, operations, and product. Skilled in **Tableau, Power BI, SQL, and Python**. Proven ability to guide non-technical stakeholders with clear, actionable insight and support performance monitoring of large-scale initiatives. Passionate about applying data for purpose-led impact.

SKILLS

- **Programming and Tools:** Python, SQL, R, Excel, Bash
- **Analytics & Modelling:** scikit-learn, XGBoost, TensorFlow (basic), statsmodels, NLP, Clustering
- **Data Handling:** Pandas, NumPy, PostgreSQL, APIs, ETL pipelines
- **Data Visualisation:** Tableau, Power BI, Excel macros

WORK EXPERIENCE

- DATA ANALYST - Axonator Inc., Pune, India (Remote)** Jan 2023 – Current
- Built **Power BI dashboards** for 25+ marketing KPIs, cutting manual work by 60%.
 - Developed **SQL models** for churn and segmentation; improved forecast accuracy by 32%.
 - Joined and cleaned **large datasets across CRM** and product logs for analysis.
 - Scoped and delivered reports for senior leadership to support strategic action.
- SALES ADVISOR – Rituals Cosmetics, London, United Kingdom** Oct 2023 - Jul 2025
- Built **Excel dashboards to track KPIs** for a 12-person team—improved daily ops clarity.
 - Boosted **customer satisfaction** by 22% using insight-led upselling strategies.
 - Presented weekly performance data to store leaders, informing layout and staffing.
- ASSOCIATE SOFTWARE ENGINEER - Tata Consultancy Services (TCS), Mumbai, India** Feb 2022 – Dec 2022
- Resolved **1,500+ ServiceNow incidents** with 100% SLA adherence; automated 12 recurring support tasks.
 - Created dashboards **tracking uptime, helping cut outages** by 60% via early risk detection.
 - Collaborated with 5+ teams to **align KPI tracking** with system health and compliance.
- ASSOCIATE BUSINESS ANALYST - Axonator Inc., Pune, India** Jul 2021 - Dec 2021
- Identified a **3X conversion lift opportunity**, achieved via insight-led campaign redesign.
 - Built **ROI models** that cut underperforming ad spend by 18%.
 - Created **user journey maps** that shaped sprint plans and cross-team discussions.

PROJECTS

Used Car Price Segmentation & Trend Dashboard

Analysed 4,000+ used car listings from Cars.com using Python and SQL to extract brand-wise, model-year, and fuel-type trends.

NVIDIA Stock Trend & Risk Analysis

- Created PostgreSQL + Python pipeline for 5-year EDA and performance analysis.
- Modelled and visualised investment risk patterns for informed portfolio strategies.

EDUCATION

- Loughborough University London, UK** Jan 2023 - Feb 2024
MSc International Management
- NMIMS Mukesh Patel School of Technology and Management Engineering, India** Aug 2017 - Jun 2021
B.Tech Mechatronics Engineering | Minor Degree Robotics and IoT

CERTIFICATIONS

- Foundation Certificate in Business Analysis V4.0 | BCS** Jan 2025
- Entry Certificate in Business Analysis | IIBA** Jun 2024
- Data Analytics and Visualisation Job Simulation | Accenture North America** Jul 2024
- Technical Consulting Job Simulation | SAP** Dec 2023
- ITIL Foundation Certification | TCS** Jun 2022