

Professional Summary

Results-driven professional with **2.5+ years** of experience in **Retail (Supply Chain), E-commerce (C2B, B2C), and Healthcare**. Analytical professional leveraging **SQL, Python, Power BI, Excel, Statistics and Machine Learning** to optimize business outcomes.

Education

- **MSC Bioinformatics (Specialization in Data Science & Machine Learning)**  
GPA **4.7/ 6.0**, Rank **3**, Recipient of **DBT fellowship** Bioinformatics (II, III, IV Semesters)

2015-2017

Work Experience – 2.5+ Years

Data Analyst, Freelancer

Jun 2023 - Present

- Conducted **exploratory data analysis (EDA)** on 36 months of hospital operations data, identifying patterns between bed occupancy, staff responsiveness, and patient safety outcomes.
- Built interactive **Power BI dashboards** to visualize occupancy trends, **staff performance metrics, and fall rates**, enabling hospital administrators to track KPIs in real time. Built dashboards in Power BI analyzing e-commerce KPIs.
- Designed a Power BI dashboard for monitoring critical KPIs, improving hospital leadership visibility.
- Identified a **negative correlation (-0.62) between occupancy and staff responsiveness and a positive correlation (+0.58)** between occupancy and fall rates, validating the hypothesis with statistical evidence.
- Delivered actionable recommendations that suggested optimal staffing ratios and patient allocation strategies, leading to a potential **12% reduction** in fall incidents in simulated scenarios.

Data Analyst, AMAZON INDIA

Jun 2021 - Jul 2023

- Performed RFM (Recency, Frequency, Monetary) analysis** on over **50,000 customer transactions** by using **Python (Pandas, NumPy)**, enabling the segmentation of customers based on their purchasing behaviour and improving targeted marketing strategies. **Leveraged SQL, Python, and Excel** for data preprocessing, feature engineering, and behavioural segmentation **based on Recency, Frequency, and Monetary (RFM) analysis**.
- Conducted **exploratory data analysis (EDA) using Python libraries such as Seaborn and Matplotlib** to uncover key customer trends and patterns, leading to data-driven insights used in customer retention planning.
- Built a dynamic Power BI dashboard to **visualize customer segments, transaction frequency, and revenue trends by product and region**, providing business stakeholders with **real-time, interactive insights**.
- Identified opportunities to enhance **Customer Lifetime Value (CLV)**, driving a **15% increase** in overall customer spending within the first quarter post-implementation using RFM scoring logic, categorizing users into tiers like “Champions”, “Loyal Customers”, etc.
- Designed tailored re-engagement campaigns** that improved retention rates **by 10%** among at-risk customers within three months.
- Optimized Marketing Resource Allocation**, ensuring higher ROI through data-driven decisions and strategic customer engagement.
- Presented project outcomes and **dashboard walkthrough to stakeholders**, explaining the RFM methodology, key findings, and actionable insights, which **helped align marketing efforts with data-driven customer segmentation**.

Junior Data Analyst, Wuerth Industrial Services India Private Ltd

Mar 2021 - Jun 2021

- Extracted, cleaned, and analysed **10K+ procurement records using SQL and Excel** to support cost and vendor performance.
- Improved reporting accuracy by 98%** through data transformation and error reduction, ensuring reliable **KPIs for management**.
- Identified inefficiencies in purchasing workflows, delivering insights that boosted **procurement efficiency by 15%**.
- Built Power BI dashboards** used by **30+ stakeholders**, reducing reporting turnaround by **30% with real-time vendor KPI tracking**.
- Collaborated with cross-functional teams to translate purchasing data into **data-driven negotiation strategies**.

Business Associate, Synergiepunkt Germany

Jun 2018 - Jul 2019

- Managed student enrolment records in Excel with pivot tables, functions (VLOOKUP, HLOOKUP, INDEX-MATCH), charts to ensure accuracy and streamline reporting. Professional German Language Translator specialized in leveraging linguistic data.

Skills

- Tools & Languages:** Advanced SQL, Python, Power BI, Advanced Excel, ETL, PostgreSQL, GitHub, SAP(ERP), HTML, R Programming
- Specialties:** Data Analytics, Business Intelligence, Reporting, Automation, A/B testing, Hypothesis Building and Validation, Funnel Optimization, Web Analytics, Market Mix Modelling, Project Management, Documentation, Communication, Problem-solving, Critical thinking, Logical Reasoning, Decision Making, Statistical Analysis, Root Cause Analysis (RCA)
- Datasets:** Retail Data, Procurement Data, Healthcare Data, Shipping, Purchase Orders, Catalog Data.
- Course Work:** Generative-AI, Machine learning (supervised & unsupervised), Clustering & Classification and Statistical Modelling
- Cloud Platforms:** Snowflake, Azure

Key Achievements

- Recognized 5 times with the “Bravo” Award (out of 2,000 associates).** Consistently achieved **“Meets High Bar” ratings (top performers among 5,000 associates)** across all quarters, demonstrating reliability, high-quality output, and strong performance.
- Earned **10+ performance accolades from managers, team leads, and new hires** **Designed and implemented 5 critical new SOP workflows**, enhancing operational speed, reducing errors, and boosting team productivity.