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Location: Jaipur, Rajasthan

Summary

- Detail-oriented professional with a B.Tech in Computer Science and Engineering and 5+ years of experience in business analytics, data management, and system administration, aligned with project management.
- Skilled in hardware/software installation, setup, and maintenance, including networking equipment handling, data repository management, and resolving technical issues to support educational labs and course execution.
- Proficient in python & R programming
- Demonstrated ability in collaborative environments, prioritizing tasks, and ensuring data integrity for efficient operations.

Education

- **PGDM (Business Analytics)** from IIEBM, Indus Business School, Pune, with 70% aggregate (2024).
- **B.Tech (Computer Science and Engineering)** from Rajasthan Technical University, with 60% aggregate (2021).

Work Experience

Business Analyst at Growth System (Aug 2024 – Sept 2025)

- Led end-to-end data analysis and storytelling for ERP implementations in NBFC, FMCG, and manufacturing sectors, generating insights from marketing performance data to optimize operational efficiency and client acquisition.
- Developed interactive dashboards and reports using Power BI and Tableau, visualizing trends in marketing funnels, lead generation, and campaign ROI to drive actionable recommendations for 10+ clients.
- Collaborated with stakeholders to identify business needs, scope projects, and create data-driven narratives that influenced strategic decisions, including post-campaign analysis and test measurement designs.
- Managed data integrity and ETL processes, ensuring reliable data sources for analytical storytelling and presenting findings to senior audiences through compelling visualizations and presentations.

Business Analyst & Web Solutions Integrator at REI Technologies (January 2019 – June 2022)

- Translated business requirements into functional specifications for data-driven web applications, focusing on insight generation from client and market data to enhance user experience and decision-making.
- Conducted data mining and analysis on marketing assets, including SEO, social media, and email campaigns, using SQL and Python to uncover patterns and trends that informed marketing strategies.
- Built and presented analytical reports and visualizations using Tableau and Power BI, storytelling complex data insights to stakeholders for optimizing digital marketing and lead gen initiatives.
- Supported collaborative projects by working with data owners to deliver insights, manage database integrity (MySQL), and ensure alignment with business objectives in a matrixed environment.
- Resolved technical issues in web application deployments, including software installations and hardware configurations; conducted regular lab-like checkups on development environments; handled networking for application integrations; provided assistantship in technical setups and troubleshooting for team projects.

Skills

- Data Analysis & Visualization: Proficient in Tableau, Power BI, SQL, Python (ML, NN, DL), and MS Excel for data mining, query building, and creating actionable reports.
- Communication & Collaboration:Excellent verbal and written English skills, with experience in senior-level presentations, client relationship building, and working in matrixed, remote teams.
- Analytical Thinking & Tools:Advanced problem-solving, GenAI application, relational database analysis, and Business Intelligence tools; self-motivated with a passion for learning new technologies.

Achievements & Certifications

- Certificate from Harvard Business School Online in Business Analytics.
- Accounting Essentials from Imperial Business X.
- Verified Certificate in Python Basics for Data Science from IBM.
- Analyzing and Visualizing Data with Power BI from Davidson X.
- Youth Parliament Organizer.
- Gold Medal: Essay Writing (Inter College).

Personal Details

- **Marital Status**: Single
- **Gender**: Male
- **Languages Known**: English & Hindi
- **Age**: 27 years