RAKSHITH R

Business Analyst with 3+ years of experience in Data Analytics and Business Intelligence Tools

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WORK EXPERIENCE

KANTAR ANALYTICS PRACTISE, Bengaluru   **Jul. '21-Present**

Business Analyst

- Specializing in constructing custom analytics dashboards for clients to facilitate informed decision-making on survey data.
- Proficient in SQL with experience in creating tables, writing subqueries, and performing joins.
- Selected as the **first core team member** and served as a Python developer to build an AI Analytics GPT using the Answer Rocket tool, functioning as a ChatGPT for the analytics field.
- **Automation and Orchestration**: Implemented data pipelines and used containerization to automate workflows and ensure consistent environments.
- **Performance Optimization**: Profiled the application to identify bottlenecks, optimize critical sections, and implement caching mechanisms.
- **Scalable User Interface**: Used scalable frontend frameworks and integrated robust visualization tools to handle dynamic data efficiently and present insights effectively.
- Worked with a top **e-commerce** giant to develop a customized analytics dashboard for survey data, contributing to **logic building**, **SQL coding**, and final **quality checks**.
- Created proposal documents, SOW, costing sheets, wireframes, and mapping files, and presented them to clients to provide a clear vision of project implementation.
- Conducted in-depth analysis of survey data for one of the **largest Tobacco Company**, utilizing various analytical metrics to help improve their business as measured by increase in sales YoY.
- Reduced the **project cost by 20%** using **python automation** and completed the quality checks within a record time of one week.
- Developed **pricing strategy** and provided insights for one of the **largest fast-food chain**, using competitor benchmarking for inform decision-making making them achieve **2.5% more revenue.**
- Pioneered a comprehensive, fully automated **Power BI HR Dashboard** that addressed complex HR issues related to promotions, retentions, and attritions reducing the **HR department's manual work by 50%**.
- Developed a fully automated streamline monthly update process for two big projects on Power BI using inhouse tools like Olympus and Power Query in a span of one month significantly reducing the **project cost by 25%**.
- **Data Cleaning and Preparation**: Cleansed and organized large datasets using tools such as SQL Python, MS Power BI, MS Excel for enabling more accurate analysis and reporting.

TECHNICAL SKILLS

- SQL
- Python
- Power BI and BI Tools
- Excel Advanced
- Data Transformation
- Data Analysis
- AI/LLM

AWARDS

- Awarded the **Sirius Award** for outstanding performance and collaboration and recognised as the Best Performer of Q3 2022.
- Received the **LeAAP best Project award** for my HR Analytics Project, acknowledged as the best project award of the year within the company.

EDUCATION

SDM Institute of Technology (SDMIT)

Bachelor of Technology, Major in Computer Science and Engineering

- GPA 7.6/10
- **Led a team of 5**, to successfully deliver a state-funded **Ration Distribution System** project to the **Karnataka State Government** as part of final year project initiative.