

RAKESH KOLI

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[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

SUMMARY

Experienced data analyst with 4 years at Healthplix, achieving a 33% rollout boost. Proficient in **Excel, SQL, Power BI, Python, Big Data**, and **Artificial Intelligence**, with **Data Science** certification. Seeking new **data analysis** challenges.

EDUCATION

KCE College of Engineering and Information Technology, Jalgaon.

Jul 2013 – Jul 2016

Bachelor of Engineering in Computer Science & Engineering.

SKILLS

- **Power Bi** - Power Query, Data Modelling, DAX, Power Bi Services, Extract, Transform & Load (ETL), Data Reporting, Data Transformation, Dashboards, documentation, Business Intelligence, storytelling, metrics, report automation, ChatGPT, MS Office.
- **Python** - NumPy, Pandas, Matplotlib, Seaborn, ML, Statistics, EDA, PySpark, Predictive model, Prompting, quantitative analysis.
- **MS Excel, Google Sheet** - Pivot Table, Pivot Chart, Lookup Functions, Power Query, GPT & Aggregate Functions, VBA, micros.
- **MySQL** - Data types, Queries, Subqueries, Joins, CTE's, Window functions, Aggregate functions, DDL, DML, DCL, RDBMS.
- **Soft skills** – Verbal & written Communication, Collaboration, Decision-Making, Innovative, Analytical and research, agile, scrum.

WORK EXPERIENCE

Healthplix Technologies

Jun 2019 – Jun 2023

Business Development Analyst

- Implemented data **cleaning, transformation, validation**, data **visualization**, and **analytical** processes using SQL, Python, and Power Query **to ensure approximately 75-80% technical accuracy** and **execution** consistency.
- Spearheaded streamlined **data pipeline**, ETL processes, monitored **KPIs**, performance **metrics**, market **trends**, and status using **Power Query automation** and **dashboards, resulting in a 55-60% increase** in sales leads.
- Developed and maintained SQL **databases** and tables, **writing complex SQL queries, design SQL schema**, modelling, joins up to **8** tables, **EDA** to extract and manipulate data for analysis and **ad-hoc reports**.
- Generated executive reports in Excel, Conducted **A/B tests, resulting in a 12-basis points reduction** in churn.
- Deployed Python **statistical** analysis with **PySpark** for **Cloud** big data processing, **securing a 20% efficiency gain**.
- Led project **documentation**, directed **market research**, and collaborated with the **development** team to craft business strategies, resulting in a **30% growth** in customer engagement and a **25% rise in conversion rates**.
- Improved **software applications** product rollouts by **33%** through impactful PowerPoint **presentations** and videos, engaging **stakeholders** and **clients in a fast-paced environment for business intelligence**.
- Supervised a **team of 3** members to **collaborate** effectively **B2B** technology with **cross-functional teams**.

PROJECTS EXPERIENCE

- 1. Spotify Music App Analysis Dashboard Power BI:** [\[Live Dashboard\]](#) **Mar 2024 - Apr 2024**
 - Led Spotify data analysis, **optimized** visualization for **20% efficiency gains**, identified top music **trends, artist**, market expansion insights, and found a yearly **45% increase** in seasonal streaming.
- 2. E-Commerce Sales Analysis and Insights Power BI:** [\[Live Dashboard\]](#) **Jan 2024 - Feb 2024**
 - Leveraged Power BI to craft interactive sales dashboards, enhancing online sales by **34%** through regional sales analysis, refined **project management, performance management, process improvement**, and networking.
- 3. Music Store Data Analysis SQL:** **Nov 2023 - Dec 2023**
 - Spearheaded a **PostgreSQL**, SQL database for a music store, analyzing sales **pricing**, music popularity, **compliance, recommendation** and orchestrated performance **testing** initiatives, resulting in a **22% increase in business growth**.
- 4. British Airlines Service and Reviews Analysis: Python:** **Oct 2023 - Dec 2023**
 - Collaborated on Python **programming, web scraping, algorithms**, and Azure **Databricks** Spark cloud data for analysis, attained a **27% reduction** in security and service-related issues & improved **customer solutions**.

CERTIFICATIONS

- Certification in **Google Analytics** by **Google**.
- Certification in **Data Science and Analytics** by **CISCO** and **HP LIFE**.