

RISHI PRATAP SINGH

DATA ANALYST

CONTACT



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Kaikondrahalli, Bangalore - 560035

TECHNICAL SKILLS

- SQL, Power BI, Microsoft Excel, EDA, Microsoft Office, Scuba Analytics/ Interana, Python, Dashboard Building, Statistics, Chat GPT

ANALYTICAL SKILLS

- Data Analysis, Data Extraction, Data Visualization, Market Research, Cohort Analysis, Case Studies, Dashboard Building, Pattern Recognition

SOFT SKILLS

- Communication, Organization skills, Prioritization Skill, Data Trends

CERTIFICATIONS

- MySQL for Data Analytics and Business Analytics, Udemy
- 101 Practice SQL Questions, Udemy

EDUCATION

Data Analyst/Business Analyst Diploma

ExcelR Solutions
2024

Bachelors of Engineering in Mechanical Engineering

NBN Sinhgad School of Engineering
2013-2017

PROFILE

Detail-oriented Data Analyst with 1 year of experience in leveraging data-driven capabilities to interpret and analyze data. Proficient in SQL, PowerBI, Tableau, Excel, Multiple Analytics software like Google Analytics, Scuba/Interana, and database management with a strong understanding in the domain of Product Analytics, User Behavior Analytics, Growth Hacking, and KPI development. Skilled at identifying data patterns, and translating complex data into clear insights to support business decisions. Excellent problem-solving skills and ability to manage multiple projects in a fast-paced environment

WORK EXPERIENCES

DATA ANALYST

April, 2023 - Present

E-Mech Solutions

- Built out the data and reporting Infrastructure using SQL, Scuba analytics, and PowerBI to provide real-time insights into products and to effectively monitor business KPIs, usage, and product revenue overview that helped flag tenants at risk pro-actively and identify data anomalies at very early stages avoiding false signals
- Worked with product managers to perform cohort analysis using SQL and Scuba analytics that identified an opportunity to convert users from visitors to collaborators, and then to paid customers. This led to +2 pts increase in Freemium to Paid conversion rate and reduced pricing by ~30% for a segment of users
- Defined and established reports with a funnel-based measuring framework to discover and measure significant drop-offs in the new user Onboarding at distinct stages. This led to App UI complexity reduction and enhanced UX which resulted in a +5 pts increase in New User conversion rate
- Designed and Implemented A/B experiment using Scuba/Interana analytics for our new product to improve the Calling and Meeting engagement by 17 points

PROJECTS

Walmart Sales Data Analysis

- Conducted exploratory data analysis (EDA) utilizing SQL expertise to uncover insights, and effectively identify trends within the data.
- Analysis revealed high-performing branches and products, offering actionable insights into sales patterns and customer behavior
- Compiled and presented data findings in a visually appealing format using Excel to drive optimized sales strategies and enhance operational efficiency

Marketing Campaign Data Analysis using Power BI

- Created interactive dashboards for real-time data monitoring using Power BI to explore data, identify trends, and patterns, and extract actionable insights showcasing the performance of marketing campaigns over various months
- Prepared detailed reports summarizing data findings and recommendations to assist the marketing team in making real-time data-driven decisions.
- This initiative led to a 10% increase in campaign conversions