

EDUCATION

Maharshi Dayanand University, Rohtak
B.Com
Amity University, Noida
MBA (Business Analytics)

Haryana, India
June 2016 - June 2019
U.P, India
Jan 2026 - Jan 2028

SKILLS SUMMARY

- **Languages:** Python, SQL, PHP, JavaScript, HTML-CSS
- **Frameworks:** Pandas, NumPy, Seaborn, Matplotlib
- **Tools:** Power BI, Excel, PowerPoint, MySQL
- **Platforms:** Jupyter Notebook, Visual Studio Code
- **Soft Skills:** Rapport Building, Strong Stakeholder management, People Management, Excellent communication

WORK EXPERIENCE

Operation Executive | Collegedunia Web Pvt Ltd | [LINK](#)

Nov 25- Current

- **Performed** in-depth analysis of historical marketing campaign data to evaluate application and admission performance across regions, states, and acquisition channels.
- **Utilized** Advanced Excel (VLOOKUP, Pivot Tables) to clean, transform, and analyze large datasets, ensuring data accuracy and delivering structured insights.
- **Developed** performance dashboards and summary reports to track KPIs, identify trends, and support data-driven decision-making.
- **Identified** high-performing regions and lead sources, enabling optimization of budget allocation and improving campaign targeting efficiency.
- **Delivered** actionable insights and recommendations that **increased conversion rates and improved ROI by 10–20% year-over-year**.

PROJECTS

McDonald's sales performance and customer preferences | [LINK](#)

- Cleaned and processed sales data by handling duplicates and missing values.
- Analyzed revenue trends, order patterns, and category performance.
- Visualized weekday/weekend, monthly, and time-based sales insights.
- Identified top 5 products and key performing categories.
- Built an interactive dashboard with filters for quick decision-making.

Jenson USA analyze customer behavior, staff performance, and store operations| [LINK](#)

- Developed SQL queries to analyze sales, customer spending, and top-selling products.
- Identified high-value customers, underperforming staff, and unsold inventory.
- Applied advanced SQL techniques (window functions, subqueries, EXISTS) for insights.
- Delivered structured reports to support data-driven decision-making.

ITC Hotel optimize revenue and customer insights| [LINK](#)

- Analyzed revenue, ADR, and RevPAR to evaluate property performance.
- Monitored occupancy trends and seasonality to optimize utilization.
- Evaluated room categories, booking lead time, and ALOS for insights.
- Identified cancellation trends and quantified revenue loss.
- Built a KPI dashboard with MoM/WoW metrics for decision-making.