ROHIT DEVKARE

Data Analyst | Business Analyst

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LinkedIn

Nationality - Indian
Date of Birth - January 3, 1999
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PROFILE

Skilled data analytics and business intelligence professional with over 2 years of experience in the financial services and IT industries. Specialized in developing and delivering data-driven solutions, with proficiency in SQL, Python, database systems, and visualization tools like Power BI and Tableau. I have strong record of addressing complex data problems, and am eager to take on business challenges where I can make a positive impact.

WORK EXPERIENCE

June 2023 -
July 2024

Business/Data Analyst

Aditya Birla Capital Ltd. | Mumbai, India

- Delivered an exhaustive report on marketing analytics, leveraging statistical testing and data analysis techniques on 4+ marketing tools like CRM & Google analytics leading to customer segmentation.
- Built 10+ Power BI dashboards to visualize key metrics, user journey funnels, and KPIs, enabling stakeholders to derive actionable insights for business resulting to notable growth within 3 months.
- Enhanced cross-sell models for loan & insurance business using machine learning techniques, resulting significant revenue generation accounting 2Cr.
- Collaborated with Product, tech teams, and external vendors across multi-functional domains to ensure the successful integration of tech solutions within app ecosystem.
- Performed data gap analysis and maintained data pipelines for streamlining business intelligence stack.
- *Tools - Google Cloud, Airflow, Power BI, SQL, Python, Google Analytics, R Studio, MS Office, ETL*

November 2022 -
April 2023

Data Science Intern

Dr. Reddy's Laboratories Ltd. | Hyderabad, India

- Produced actionable insights & developed text classification model for sales MOM within API pharma sector.
- Increased accuracy by 28% through application and fine-tuning of advanced machine learning algorithms.
- Built comprehensive 2 Tableau dashboards to communicate insights to business stakeholders.
- *Tools - Python, SQL, Google Cloud, Big-Query, Tableau, Machine Learning, NLP, MS Excel, MS Power-point*

November 2020 -
November 2021

Associate Database Administrator

Cognizant Technology Solution Ltd. | Pune, India

- Monitored and maintained 10+ systems; consulted and supported 150+ users across the globe.
- Supervised & performed 100+ dry runs, changes in pre-production ensuring its deployment in production.
- Documented & demonstrated 30+ SOPs for different systems by collaborating with 10+ support teams.
- Developed proof-of-concept for Dataiku's advanced analytics solution to meet the client's requirements.
- *Tools - SQL, ETL, DBMS, SAP HANA, Business Intelligence, Data engineering*

EDUCATION

| 2021 - 2023 | **Post Graduation Diploma in Business Analytics** |
| | **Indian Institute of Management | Calcutta, India** |

- Thesis work: Sentiment Analysis for Sales meeting data, Dr. Reddy's Laboratories, Hyderabad, India.
- This full-time, 2-years course, equivalent to a master's in Business Analytics, is jointly offered by three of India's top institutes, all well-recognized in Europe.
- The program combines hands-on application of data analytics & business intelligence tools with in-depth theoretical knowledge in statistics, mathematics, and machine learning.

| 2016 - 2020 | **Bachelors in Technology in Production Engineering** |
| | **College of Engineering Pune | Pune, India** |

- Thesis work: Value Stream Mapping, Bharat Forge Ltd., Pune, India.
- This is a 4-years full time technical engineering course comprising practical and theoretical topics like programming, engineering design, manufacturing, thermodynamics, operations, etc. with mandatory 12 months industry internship.

CERTIFICATIONS

| December 2022 | **Leading with Innovation** | **LinkedIn Learning** [Certificate] |
| February 2024 | **Exploring Data with Looker** | **Google Cloud** [Certificate] |

SKILLS & TOOLS

- Data Analysis, Business Intelligence
- Data visualization - Power BI, Tableau, Looker
- Database systems, ETL, Google Cloud Platform
- SQL, Python (Pandas, NumPy, Scikit-learn), NLP
- Project Management, Business Requirements
- Teamwork, Storytelling, Critical Thinking

LANGUAGES

- English (Professional Proficiency)

OTHER CREDENTIALS

- International driving license - 356/2024/IND/MH05
- Awards - "Top contributor" for pioneering analytics use cases for the Fintech app launch at Aditya Birla Capital Ltd.