Kunal Patil

Data Analyst

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Summary

Data Analyst with hands-on experience transforming large-scale business datasets into actionable insights using SQL, Power BI, Excel, Tableau, and Python. Experienced in data cleaning, ETL workflows, KPI reporting, sales analytics, customer behavior analysis, and dashboard development across CRM, e-commerce, and customer churn domains. Skilled at identifying business trends, optimizing reporting processes, and translating data into strategic recommendations that support data-driven decision-making.

Experience

Data Analyst, *Ai Variant* Nov 2025 – May 2026
Remote

- Improved data quality across 100K+ e-commerce transaction records by resolving missing values, duplicates, and inconsistencies, enabling reliable business reporting and analysis.
- Automated recurring ETL workflows across multiple data sources, reducing manual reporting effort and improving data availability for stakeholders.
- Analyzed customer transactions, conversion behavior, and campaign performance data to identify trends influencing revenue growth and customer engagement.
- Designed interactive Power BI and Tableau dashboards tracking revenue, retention, conversion rate, and campaign KPIs, enabling faster business monitoring.
- Developed and optimized SQL queries using JOINs, CTEs, aggregations, and window functions to support analytical reporting and reduce report generation time.

Technical Skills

Analytics & Visualization
Power BI, Tableau, Microsoft Excel (Pivot Tables, VLOOKUP/XLOOKUP, Power Query)

Business Intelligence
DAX, Data Modeling, Dashboard Development

Data & Querying
SQL (Joins, CTEs, Window Functions, Subqueries, Aggregations), Python (Pandas, NumPy)

Core Competencies
ETL Workflows, KPI Reporting, Sales Analytics, Customer Segmentation, Funnel Analysis, Business Reporting, Data Visualization

Certifications & Achievements

Internship Certification , *Ai Variant* May 2026

Data Analyst Certification , *ExcelR Solutions* Feb 2026

Data Analytics Job Simulation , *Deloitte Australia (Forage)* Feb 2026

Certificate Program in Data Analytics , *Nasscom* Mar 2026

Design & Media Lead, *Google Developer Student Club (RCPIT)* 2023 – 2025

Education

B.Tech in Mechanical Engineering, *R. C. Patel Institute of Technology* Dec 2021 – Jul 2025
CGPA: 6.11/10 Shirpur, Maharashtra

Projects

E-Commerce Sales & Customer Analytics, *Excel, SQL, Power BI, Tableau*
- Analyzed 100K+ e-commerce transactions to evaluate sales performance, customer purchasing behavior, product trends, and revenue drivers.
- Performed customer segmentation analysis to identify high-value customers and repeat purchase patterns.
- Developed SQL-based analytical workflows to measure conversion rates, retention performance, and average order value.
- Built interactive Power BI dashboards tracking revenue, customer acquisition, retention, and product performance KPIs.
- Generated business recommendations to improve customer retention and optimize product-level sales performance.

CRM Sales Pipeline Analytics, *Excel, SQL, Power BI, Tableau*
- Analyzed 50K+ CRM records across Leads, Accounts, and Opportunities to evaluate sales funnel performance and conversion efficiency.
- Performed funnel analysis to identify lead-stage bottlenecks and opportunity loss points within the sales pipeline.
- Developed SQL queries to monitor conversion rates, pipeline health, and revenue contribution across regions.
- Built executive dashboards providing visibility into sales performance, revenue trends, and key pipeline KPIs.

Customer Churn Analytics, *SQL, Power BI*
- Analyzed 10K+ customer records to identify factors influencing customer churn across demographics, account activity, and transaction behavior.
- Performed customer segmentation and churn-risk analysis to identify high-risk and high-value customer groups.
- Built interactive Power BI dashboards tracking churn trends, retention metrics, and customer segment performance.