

# DIXIT RAGHUVANSHI

Data Analyst | SQL | Excel | Python | Power BI

+91-8265874374

dixitraghuvanshi60@gmail.com

LinkedIn

GitHub

Portfolio

## PROFESSIONAL SUMMARY

Business-Focused Data Analyst specializing in revenue optimization and segmentation analytics. Skilled in SQL (CTEs, Window Functions), Python, and Power BI for KPI reporting and dashboard automation. Delivered data-driven insights across retail and vendor datasets (1M+ rows) to support performance monitoring and pricing strategy decisions.

## TECHNICAL SKILLS

<b>Core Analytics:</b>	SQL (CTEs, Window Functions, Joins, Aggregations), Python (Pandas, NumPy), EDA, KPI Development, Data Modeling
<b>BI &amp; Visualization:</b>	Power BI (DAX, Power Query, Dashboard Optimization), Data Storytelling, Performance Monitoring
<b>Data Handling &amp; Engineering:</b>	Data Cleaning, Data Validation, Data Transformation, Reporting Automation, ETL Basics
<b>Tools:</b>	Advanced Excel (Pivot Tables, XLOOKUP, INDEX-MATCH), MySQL, SQLite, Jupyter Notebook, Git, VS Code

## WORK EXPERIENCE

<b>Data Analyst Intern — InnoByte Services (Remote), New Delhi</b>	Nov 2025 — Dec 2025
<ul style="list-style-type: none"><li>Improved reporting accuracy by cleaning and validating 20,000+ transactional records used in executive dashboards.</li><li>Identified 5–7 revenue-driving KPIs through exploratory data analysis to support weekly stakeholder performance reviews.</li><li>Designed and delivered Power BI dashboards for operational performance monitoring and decision tracking.</li><li>Automated reporting processes and executed advanced SQL queries (JOINS, GROUP BY, Window Functions), reducing manual effort by 35%.</li></ul>	

## PROJECTS

<b>Profit Optimization &amp; Revenue Leakage Analysis — SQL, Python, Power BI   <a href="#">Github</a>   <a href="#">Live Dashboard</a></b>
<ul style="list-style-type: none"><li>Performed advanced SQL analysis (CTEs, Window Functions) to evaluate revenue structure and margin behavior across retail data.</li><li>Identified discount-driven margin erosion and loss-making sub-categories impacting overall profitability.</li><li>Conducted regional revenue vs margin comparison to detect pricing inefficiencies and performance gaps.</li><li>Built executive Power BI dashboard and proposed pricing strategies with estimated 8–12% profitability improvement.</li></ul>

<b>RFM Customer Segmentation Analysis — SQL, Python, Power BI   <a href="#">Github</a>   <a href="#">Live Dashboard</a></b>
<ul style="list-style-type: none"><li>Analyzed 50,000+ transactions using SQL and Python to evaluate customer purchasing behavior.</li><li>Applied RFM segmentation to classify 10,000+ customers into high-value and at-risk groups.</li><li>Used advanced SQL (Window Functions, Aggregations) for customer-level revenue analysis.</li><li>Designed Power BI dashboards and recommended retention strategies to improve repeat purchases.</li></ul>

<b>Vendor Performance Analysis Dashboard — Python, SQL, Plotly   <a href="#">Github</a></b>
<ul style="list-style-type: none"><li>Processed 1M+ rows using SQLite and Pandas to evaluate vendor efficiency and profitability.</li><li>Developed 10+ performance KPIs to measure vendor contribution and operational impact.</li><li>Automated metric calculations using Python to improve analysis efficiency.</li><li>Identified underperforming vendors affecting cost optimization strategies.</li></ul>

## EDUCATION

<b>B.Tech in Computer Science</b>	2022 – 2026
Bhagwant Institute of Technology, Muzaffarnagar — CGPA: 7.5	

## CERTIFICATIONS

- Tata Data Visualisation: Empowering Business With Effective Insights – Forage (2026)**
- Deloitte Data Analytics Virtual Internship – Forage (2025)**