

Abhishek Ghosh

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PROFESSIONAL SUMMARY

Result-driven Professional with 4 years of experience working under a Vodafone Idea Ltd. distributor, leveraging data to improve operations and business performance. Proficient in Excel, Power BI, SQL, and Python for data cleaning, visualization, and dashboarding. Certified in Data Analytics from Newton School with strong analytical skills and a track record of turning raw data into actionable insights.

EDUCATION

Bachelor of Commerce (Commerce)	2018 - 2021
Pt. LMS Post graduate college Rishikesh	Grade: 5.27/10.0
Intermediate (Class XII)	2017 - 2018
Shri Bharat Mandir Inter College Rishikesh Dehradun Uttarakhand	Grade: 67.8%
Matriculation (Class X)	2015 - 2016
Shri Bharat Mandir Inter College Rishikesh Dehradun Uttarakhand	Grade: 60.4%

EXPERIENCE

Direct sales and market supervision September 2020 - Present
Vodafone Idea Ltd. *Rishikesh*

- **Monitored and analyzed retailer performance data for a network of 120+ retailers**, ensuring **95% sales target achievement** and **100% incentive eligibility**, driving data-based decision-making.
- **Leveraged data insights to identify 20% underperforming retailers** and implemented targeted strategies that improved performance by **15% within one quarter**, maximizing ROI.
- **Conducted regular performance tracking and reporting using Excel/Google Sheets**, evaluating progress against KPIs and optimizing incentive structures that boosted retailer payouts by **12% annually**.
- **Translated customer and retailer feedback into actionable insights**, leading to a **10% increase in retailer engagement** and **8% higher overall satisfaction scores**.
- **Strengthened data communication and leadership skills** by collaborating with cross-functional stakeholders and presenting performance insights that guided field operations, resulting in **faster decision-making and 18% improved efficiency**.

PROJECTS

IPL Performance Analytics Using SQL ([Demo](#)) March 2025

- Performed in-depth IPL analytics using SQL to evaluate team and player performance across seasons, including strike rates, average runs, and wickets.
- Designed complex SQL queries with CTEs and joins to derive insights on RCB's historical performance, toss impact, venue analysis, and player consistency.
- Identified high-performing all-rounders and consistent match-winners by analyzing batting, bowling, and man-of-the-match metrics to assist in team-building strategies.
- Developed KPI dashboards including powerplay performance, boundary percentages, bowling strike rates, and venue-wise player stats for tactical decision-making.
- Proposed strategic recommendations for RCB's mega auction using data-driven insights on player suitability, home-ground advantage, and team performance trends.

Astrosage Analysis ([Demo](#)) January 2025

- Developed an interactive dashboard in Excel to analyze call center performance, focusing on call volumes, agent productivity, and customer satisfaction.
- Cleaned and preprocessed a dataset with 35 attributes by removing irrelevant columns and standardizing timestamps for accurate analysis.
- Analyzed daily and hourly call trends, identified declining call volume, and suggested strategies like marketing investment and staffing optimization.
- Calculated average agent performance (1.91 calls/day) and proposed training improvements over hiring based on performance distribution.
- Used pivot tables and statistical functions to correlate call duration with satisfaction scores and identify best- and worst-performing agents.

CERTIFICATIONS

Data Analyst Newton School November 2024

- Proficient in data analysis techniques and methodologies attained through completion of the Newton School Data Analysis Certificate Program.
- Skilled in data preprocessing, cleansing, and exploratory data analysis (EDA) using tools such as Python, SQL, Power BI, and Excel to identify patterns, outliers, and trends within datasets.
- Experienced in using statistical methods and data visualization libraries like Matplotlib, Seaborn, Plotly, and Excel to interpret and present insights from raw data effectively.

SKILLS

Computer Language: JavaScript, Python, SQL

Soft Skill: Communication Skills, Creativity, Critical Thinking, Decision-making, Presentation Skills, Public speaking, Research, Responsibility, Team Building, Teamwork, Time management, Verbal/nonverbal communication, Written communication

Databases & Data Tools: Excel, MySQL, Power BI, Spreadsheet, Tableau

AI / ML: TensorFlow

Cloud & DevOps: Virtualization

Domain & Business Skills: Analytics

Frameworks & Libraries: Matplotlib, Microsoft Office, NumPy, OpenCV, Pandas

EXTRA-CURRICULAR ACTIVITIES

Actively participated in data-driven project showcases, group problem-solving hackathons, and communication workshops during the Newton School program. Frequently led team presentations and was recognized for collaborative leadership and critical thinking. Engaged in continuous self-learning through GitHub contributions and public data challenges to sharpen analytical acumen