Jayant Batwal

LinkedIn • Github

PROFESSIONAL SUMMARY

Detail-oriented Data analyst transforming raw data into actionable insights. Skilled in SQL, Python, and Advanced Excel, with expertise in data visualization, statistical analysis and database management. Proven ability to communicate insights clearly to stakeholders and contribute to strategic decision-making.

EDUCATION

Bachelor of Engineering (Computer Science) — 2016 - 2020
Parul Institute of Engineering and Technology — Grade: 7.4/10.0

Intermediate (Class XII) — 2014 - 2015
The Aditya Birla Public School — Grade: 65.0%

Matriculation (Class X) — 2012 - 2013
The Aditya Birla Public School — Grade: 7.4/10.0

EXPERIENCE

Data Analyst — May 2022 - October 2024
Epsilon — *Bangalore*

- Worked on an end-to-end media and advertising analytics project by integrating and cleaning raw data from multiple sources such as Snowflake, Salesforce, and Google Analytics to ensure consistency and reliability for analysis.
- Automated recurring reporting workflows using SQL, Python, and Power BI, enabling faster and more efficient delivery of campaign performance insights. Designed validation rules and data quality checks to maintain high data accuracy and integrity across reports.
- Collaborated with Product and Engineering teams to define and track key business and marketing metrics, supporting data-driven decision-making. Conducted exploratory data analysis using Python (Pandas, Matplotlib, Seaborn) to identify customer behavior patterns, campaign trends, and engagement insights.
- Analyzed A/B testing experiments to evaluate campaign and UI/UX effectiveness, providing actionable recommendations for improving conversion and user experience. Developed interactive dashboards to monitor campaign performance, audience engagement, and overall marketing effectiveness.
- Delivered insights that helped optimize campaign strategies, improve audience targeting, enhance customer retention, and maximize the overall impact of media and advertising efforts.

Sr. Technical Security Engineer — September 2020 - May 2022
Hitachi Systems India Pvt Ltd — *New Delhi*

- Learned and applied data security protocols to ensure safe handling of information during inbound and outbound data transfers across organizational systems.
- Ensure compliance with least privilege principles across all systems.
Implement data encryption, DLP (Data Loss Prevention), and endpoint security policies to prevent unauthorized access or leakage.
- Conduct regular vulnerability scans and penetration tests on applications, networks, and endpoints.
- Evaluate and recommend security tools, technologies, and frameworks to strengthen organizational defenses.

PROJECTS

Zomato Sales Data Analysis (Github) — August 2024

- This project focuses on analyzing the Zomato restaurant dataset using Python to uncover insights about food trends, restaurant popularity, and customer preferences.
- Through data cleaning, visualization, and exploratory analysis, we identified top cuisines, popular cities, cost trends, and factors affecting restaurant ratings.
- Explored correlations between features such as price range, online delivery availability, and restaurant type with customer ratings to understand drivers of customer satisfaction and loyalty.

Flight Data Analysis (Github) — July 2024

- Analyzed airline data to uncover trends in flight routes, travel frequency, and peak seasons.

- Identified top destinations, customer preferences, and booking patterns.
- Investigated flight delays and cancellations using time-based features to find operational bottlenecks and weather-related disruptions impacting airline performance.
- Explored fare structures, class-wise pricing, and factors influencing ticket costs to suggest pricing strategies and optimize revenue models.

CERTIFICATIONS

Data Analysis with Python Free Code Camp (Link)   March 2025

- Successfully completed the Data Analysis with Python certification by freeCodeCamp, a comprehensive program focused on practical data manipulation, analysis, and visualization using Python. Developed hands-on experience in cleaning, transforming, and interpreting real-world data sets using powerful libraries such as Pandas, NumPy, Matplotlib, and Seaborn.

SKILLS

Computer Languages: Python, SQL, Python
Data Tools: NumPy, Power BI, Power BI
Software Packages: Pandas, Matplotlib, Figma, MySQL, Excel, Excel
Additional Courses: Data Structure
Soft Skills: Critical Thinking, Presentation Skills, Communication Skills
Others: Microsoft Office, Spreadsheet, Analytics, Tableau

EXTRA-CURRICULAR ACTIVITIES

Calligraphy, Orchestra, Volleyball, Table Tennis