

# Manoj M

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## PROFESSIONAL SUMMARY

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Data Analyst with experience in SQL, Excel, Python, Power BI, and business intelligence. Skilled in building analytical data models, designing KPI dashboards, performing advanced SQL analysis, and transforming raw datasets into actionable business insights. Hands-on experience in retail analytics, customer segmentation, revenue analysis, and dashboard development with a strong focus on data-driven decision making.

## EDUCATION

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<b>Bachelor of Engineering</b> (Electronics and Communication Engineering) University BDT College Of Engineering, Davanagere	2019 - 2023 Grade: 7.0/10.0
<b>Intermediate (Class XII)</b> Yagnavalkya PU College	2018 - 2019 Grade: 84.0%
<b>Matriculation (Class X)</b> Presidency Eng Med School	2016 - 2017 Grade: 92.48%

## EXPERIENCE

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**Data Analyst** March 2025 - Present  
ISKCON Bangalore *Bengaluru, Karnataka*

- Built a reliable lead data pipeline from **5+ campaign channels**, improving data quality and traceability for **1,000+ leads/month**.
- Created KPI dashboards to track conversion funnel and source performance, enabling **weekly reporting for 3+ campaigns**.
- Used SQL and spreadsheets for EDA to identify high-yield sources, improving lead allocation efficiency by **~25%**.
- Automated reporting with Pivot Tables, Lookups, conditional logic, charts, and SQL, reducing manual effort by **~40%**.

**Software Engineer** July 2024 - March 2025  
Freelancer *Bengaluru, Karnataka*

- Designed and delivered a solution to **optimize civil construction workflows**, focusing on **waste reduction and reuse of iron and steel bars**, helping reduce material wastage by **20%** and improving cost efficiency across projects.
- Built tools to **track, categorize, and recommend reuse of surplus materials**, streamlining site-level decision-making and improving resource utilization and reporting accuracy.

**Software engineer** May 2023 - May 2024  
Ticketsque Solutions Pvt ltd *Bengaluru, Karnataka*

- Developed **data-driven React.js dashboards** for event, ticket, and campaign management, enabling stakeholders to monitor KPIs like ticket sales, campaign reach, and vendor performance in real time.
- Collaborated with product, operations, and marketing teams to **translate business requirements into analytics-focused features**, improving reporting accuracy and decision-making across events and vendors.
- Built modules for **event campaigns (WhatsApp/email scheduling,reports)** and **role-based dashboards**, ensuring clear visibility of operational data for admins and vendors.
- Integrated REST APIs and structured data flows to maintain **reliable reporting, filtering, and export of operational datasets** used by business teams.
- Contributed to scalable UI architecture with a focus on **usability, maintainability, and insight-oriented design**.

## PROJECTS

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**NexCart Analytics — Retail Sales Analytics Platform** May 2026

- Designed and developed an end-to-end retail analytics data warehouse using a Star Schema with 5 dimension tables and 2 fact tables, containing 122,000+ order records and 5,700+ inventory snapshots.
- Built scalable SQL data models with Primary Keys, Foreign Keys, Indexes, and data quality validation checks to ensure referential integrity and production-ready datasets.
- Performed advanced SQL analysis using Window Functions, CTEs, Ranking, Running Totals, Pareto Analysis, Revenue Contribution, Customer Segmentation, and Month-over-Month growth analysis.
- Developed Executive, Customer, Product, Seller, and Warehouse analytical datasets covering KPIs such as Revenue, GMV, AOV, Customer Lifetime Value, Product Performance, Inventory Health, Return Rate, and Regional Sales.
- Created reusable SQL views to simplify reporting and prepared optimized datasets for interactive Power BI dashboards.
- Generated realistic retail datasets using Python (Faker, Pandas) simulating three years of Indian e-commerce transactions including seasonal events like Diwali and Big Billion Days.
- **Tools & Technologies** : MySQL, SQL, Python, Pandas, Faker, Power BI, Excel

**IT Ticket Analysis** August 2025

- Analyzed **97,000+ IT support tickets** to uncover trends in resolution time, customer satisfaction, and agent performance.
- Built **interactive Excel dashboards** to track ticket volume, KPIs, category trends, and SLA adherence.
- Found that **60%+ tickets** received high satisfaction ratings, while agents aged **41–50** showed **18% slower resolution time** and **12% lower satisfaction scores**.
- Identified **misaligned severity vs. priority** in **22% of tickets** and recommended an **auto-triaging rule** for high-severity cases, projected to reduce escalation delays by **25%**.
- Presented data-driven recommendations to improve ticket routing, agent allocation, and response efficiency.  
**Tools & Technologies** : Pivot Tables, String Functions, Logical Functions, Lookup Functions, Data Visualization, Dashboards in MS Excel

## CERTIFICATIONS

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**SQL (Advanced) Certificate** Hackerrank ( [Link](#) ) October 2025

It covers topics like query optimization, data modeling, Indexing, window functions, and pivots in SQL.

**Professional Data Analytics Certification** Newton School April 2025

- Completed comprehensive training in MySQL, Spreadsheets, and Power BI with a focus on practical data analysis.
- Gained proficiency in transforming raw data into actionable insights through hands-on analytical projects.

## **SKILLS**

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**Computer Language:** JavaScript, Python, SQL

**Databases & Data Tools:** MySQL, NoSQL, Power BI, Spreadsheet

**Cloud & DevOps:** AWS, Amazon Redshift, Apache Airflow, Apache Spark, Azure, BigQuery, ETL