

Manoj M

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PROFESSIONAL SUMMARY

Data Analyst with a strong foundation in analytics and hands-on experience transforming raw datasets into actionable, insight-driven strategies. Proficient in SQL, Excel, Python, and Power BI, with practical experience in building dynamic dashboards, optimizing data workflows, and enhancing campaign performance through evidence-based decision-making. Skilled in translating complex business requirements into measurable KPIs, enabling data-backed growth and operational efficiency.

EDUCATION

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

EXPERIENCE

Campaign 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

Social Media Analytics September 2025

- Analyzed **50,000+ Instagram records** using MySQL to uncover engagement patterns and user behaviour trends.
- Identified **Top 25 high-performing influencers** based on engagement rate, contributing to a **30% improvement** in ambassador selection effectiveness.
- Discovered **peak engagement time at 9:15 PM**, enabling optimized campaign scheduling that increased post reach by **22%**.

- Evaluated performance of **100+ hashtags** (including #smile, #beach, #party) and segmented users, improving targeted content engagement by **28%**.
- Designed re-engagement strategy for **inactive users**, resulting in a **15% rise** in returning user interactions.
Tools Used: MySQL (data analysis), MS Excel (visualization)

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 & Techniques: Pivot Tables, String Functions, Logical Functions, Lookup Functions, Data Visualization, Dashboards in MS Excel

CERTIFICATIONS

SQL (Advanced) Certificate Hackerrank ([Link](#))

October 2025

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

SKILLS

Computer Languages: Machine Learning, Python, NoSQL, JavaScript, SQL

Data Tools: Power BI

Software Packages: Linux, React, MySQL

Soft Skills: Public speaking, Decision-making, Communication Skills

Others: Tableau, AWS, Jira, Entrepreneurship, Agile Methodologies, Microsoft Office, Spreadsheet, Canva, Analytics, n8n Introduction, GenAI