Roshan Chawla

LinkedIn • Github

PROFESSIONAL SUMMARY

Experienced and results-driven Data Analyst with over 4 years of expertise in data analysis and visualization. Strong foundation in Excel, SQL, and Power BI, with extensive hands-on experience in data cleaning, manipulation, and interpretation to support strategic decision-making. Skilled in working with diverse datasets, developing interactive dashboards, and effectively presenting insights to stakeholders.

EDUCATION

Master of Business Administration (Finance)
Bharati Vidyapeeth University
2017 - 2019
Grade: 9.08/10.0

Bachelor of Commerce (Accounting)
Delhi University
2013 - 2016
Grade: 55.0%

Intermediate (Class XII)
CBSE Board
2012 - 2013
Grade: 86.0%

Matriculation (Class X)
CBSE
2010 - 2011
Grade: 7.6/10.0

EXPERIENCE

Data Analyst
Deutsche bank AG
July 2022 - Present
Connaught Place

- Successfully acquired High Net Worth Individuals (HNIs) from domestic and international markets, driving a 15% year-over-year increase in book size through new client onboarding and relationship optimization.
- Collected and analysed detailed data on HNI customers during in-person meetings, enhancing client acquisition by 20%-30% through targeted marketing strategies and effective pitching of bank products.
- Managed a diverse client portfolio of 400, overseeing assets under management (AUM) of Rs.150 Cr, achieving a 20-30% year-over-year growth in AUM through strategic client management and retention initiatives.
- Developed robust client relationships resulting in increased engagement for financial products, through effective cross-selling and upselling strategies.

Data Analyst
ICICI Bank Ltd
March 2021 - June 2022
South Delhi

- Utilized data analysis to identify and network with HNI and Corporate clients, ensuring high customer satisfaction and adherence to service norms in wealth management and advisory services.
- Collaborated with product and strategy teams to analyse the financial needs of over 300 clients through risk profiling, delivering tailored solutions that aligned with their short- and long-term goals.
- Managed a high-quality portfolio with Assets Under Management (AUM) exceeding Rs.50 Crores, employing data-driven strategies to optimize asset management.
- Drove a 20% year-over-year increase in CASA and a 10% increase in Fixed Deposits, contributing to an operating income of over Rs.25 Lakhs while maintaining an A+ profitability rating and a Net Promoter Score (NPS) of 8.5/10.

Finance Trainee - FSO
Coforge Limited (Erstwhile known as Niit Technologies Limited)
January 2020 - January 2021
Greater Noida

- Designed and maintained detailed spreadsheets to analyze currency exposure, quarterly revenue, and bank balances, enhancing financial insights for data-driven decision-making.
- Streamlined document management processes, improving efficiency in data retrieval and storage to support operational effectiveness.
- Leveraged SAP BusinessObjects to produce timely and accurate reports, delivering key data to stakeholders for informed strategic planning

PROJECTS

Bank Crm - Analysis (Github) (Demo)
September 2024

- Analyzed customer behavior, churn trends, and product engagement to uncover insights, driving business growth through data-backed strategies. Investigated churn patterns across demographics (age, gender, and geography) to understand key exit drivers.
- Leveraged MySQL Workbench for querying and data extraction, with Power BI dashboards and slicers to track KPIs. Explored product usage patterns to identify cross-sell opportunities, enhancing customer retention and engagement.
- Provided actionable recommendations for personalized campaigns, cross-selling strategies, and rewards programs to strengthen customer loyalty and boost retention.

Chinook Music Store Analysis (Github) (Demo)   July 2024

- Conducted in-depth analysis of the Chinook Music Database using MySQL Workbench, uncovering key sales insights such as top-selling tracks, artists, and genres, both in the USA and globally.
- Explored customer demographics and purchasing behaviours to assess frequency, basket size, and spending patterns, leading to actionable strategies for improving customer retention.
- Evaluated the impact of promotional campaigns on sales and customer acquisition, providing data-driven recommendations for optimizing future marketing efforts.
- Tools : MySql, Ms Word and Ms Powerpoint

Zomato Restaurant Analysis (Github) (Demo)   May 2024

- Conducted a comprehensive analysis of Zomato's restaurant data using Microsoft Excel, focusing on key metrics such as restaurant distribution by price range, average voter count, and customer ratings.
- Structured and analysed data to identify trends across countries, highlighting potential markets for new restaurant openings with less competition.
- Provided actionable insights on strategic restaurant locations, emphasizing local cuisines and optimized pricing to enhance profitability.
- Utilized advanced Excel techniques, including pivot tables, array formulas, and data visualization, to present clear, data-driven recommendations for market expansion and competitive advantage.
- Tools : Ms Excel, Ms Word and Ms Powerpoint

CERTIFICATIONS

Professional Certification in Data Science Newton School   May 2024

- Currently enrolled in Newton's Data Science certification program, which covers a wide range of topics including data analysis, machine learning, statistical modeling, and data visualization.
- Through this program, I have gained strong expertise in SQL, Power BI, advanced spreadsheet applications, and statistical techniques, enabling me to leverage data effectively for informed decision-making. I am developing practical skills to guide data-driven strategies, preparing for a dynamic career in the data science field.
- I have successfully completed live lectures on Advanced Excel, Power BI, SQL and have worked on Data Capstone Projects to apply my knowledge.

SKILLS

Computer Languages: Python
Data Tools: Power BI
Software Packages: Excel, MySQL
Additional Courses: Data Structure
Soft Skills: Interpersonal communication, Public speaking, Verbal/nonverbal communication, Leadership, Team Building, Time management, Teamwork, Critical Thinking, People skills, Presentation Skills, Communication Skills
Others: Microsoft Office, Spreadsheet, Analytics, Accounting