# Vishal Kumar

Github

#### PROFESSIONAL SUMMARY

Aspiring Data Analyst with a background in sales and an MBA in Analytics & Marketing. Skilled in SQL, Excel, and Power BI, with hands-on experience in reporting, team management, and sales performance analysis. Now focused on leveraging data to drive insights, improve strategies, and support business decisions.

#### **EDUCATION**

Master of Business Administration (Business Analytics)

Grade: 6.39/10.0

ICFAI Business School, Gurgaon

2014 2010

2022 - 2024

Bachelor of Science (Hospitality)

2016 - 2019 Grade: 55.1%

Institute of Hotel and hospitality management and catering technology ,  $\operatorname{Goa}$ 

#### **EXPERIENCE**

Sales Manager

May 2024 - December 2024

Tata Capital Housing Finance Limited

Gurgaon

- Led a team of 6+ executives to drive **direct sales** of home loan products, ensuring achievement of monthly and quarterly targets.
- Handled cold calling and field visits to generate qualified leads and expand customer base in assigned territory.
- Improved lead conversion through effective follow-ups, personalized offerings, and needs-based pitching.
- Strengthened **client retention** by ensuring smooth onboarding, addressing queries, and maintaining long-term relationships.
- Oversaw complete KYC verification and loan documentation process to ensure regulatory compliance and faster disbursement.
- Collaborated with credit, operations, and legal teams to streamline approval and post-sales processes.

# Business Developement Consultant

Unacademy

October 2020 - June 2021

Work From Home

- Conducted high-volume cold calling to prospective clients, generating leads and promoting company products and services.
- Achieved strong lead conversion rates through persuasive communication and tailored pitches.
- Consistently met and exceeded sales targets, contributing to overall team success.

# Business Developement Executive BYJUS

November 2019 - June 2020

Ranchi

- Executed **direct sales** strategies to drive revenue growth and expand customer base.
- Performed **cold calling** to generate new leads and pitch products and services effectively.
- Achieved high lead conversion rates by understanding customer needs and offering tailored solutions.
- Focused on client retention by building long-term relationships and providing exceptional post-sale support.
- Ensured accurate and timely **KYC verification**, maintaining compliance with regulatory standards.

#### INTERNSHIPS

#### Operations Analyst Intern

Paysprint Private Limited

February 2023 - May 2023

Delhi

- Operational Reporting: Generated and automated daily/weekly reports including Call Reports, Complaint Reports, and Transaction Reports using SQL and Excel, improving decision-making for internal teams.
- **SQL Data Extraction:** Wrote basic to intermediate SQL queries to fetch data from internal databases for issue tracking, volume trends, and customer escalations.
- Data Cleaning

Validation: Cleaned and validated large datasets in Excel to ensure accuracy in reporting and partner communications.

• Stakeholder Support: Coordinated with partner executives to resolve issues, ensure SLA compliance, and improve operational efficiency.

- Process Optimization: Analyzed workflow bottlenecks and recommended changes that reduced manual effort and improved TAT (Turnaround Time).
- Cross-Team Collaboration: Worked with tech, legal, and support teams to streamline complaint resolution and improve partner satisfaction.

#### **PROJECTS**

## Amazon E-commerce (Power BI) ( Github ) ( Demo )

April 2025

Tools: Power BI, Excel, DAX, Data Modeling, MYSQL, Powerpoint

- Performed data cleaning and data transformation using Power Query.
- Created KPIs like Total Revenue, Profit Margin, Top Categories, Repeat Customer Rate, etc.
- Used **DAX formulas** to implement calculated columns/measures such as Monthly Revenue, Year-over-Year Growth, etc.
- Designed visually appealing charts (bar, line, map, cards) to improve data storytelling and business decisions.
- Published and shared reports via **Power BI Service** for stakeholder access and insights.
- Built an interactive dashboard for Amazon sales data to analyze **product performance**, **category trends**, **and customer behavior**.

# IPL STRATERGY (SQL) ( Github ) ( Demo )

March 2025

Tools: MySQL, Excel, Powerpoint

- Calculated **Top Order Contribution**, **Boundary Frequency**, and **Death Over Efficiency** using window functions and joins.
- Suggested player selection and venue-based strategies with SQL-backed data insights.
- Optimized queries to handle large match datasets and team performance metrics.
- Analyzed IPL match data to develop winning strategies for RCB using SQL queries and performance KPIs.

# Zomato Restaurants Analysis (Microsoft Excel) ( Github ) ( Demo )

January 2025

Tools: Microsoft Excel (Advanced), VLOOKUP, Pivot Tables, PowerPoint

- Cleaned and enriched Zomato restaurant data to identify high-potential cities for expansion.
- Used **Pivot Tables**, **Charts**, **VLOOKUP**, **and Conditional Formatting** to compare cities, cuisine types, and customer ratings.
- Presented a city-wise expansion plan based on footfall, rating trends, and cuisine gaps.
- Enhanced data storytelling through dashboards and Excel-based visuals.

#### **CERTIFICATIONS**

# Professional Certificate Course in Data Science Newton School

December 2024

- Professional Data Science Course along with Analytics Assignments.
- Technical Stack learned: Spreadsheet (Excel, Google Sheets), Structured Query Language (SQL), Power Bi, Dashboards and Visualizations.
- Participated, Cleared and Mastered in various Module Contests organized by the platform
- Worked on various projects like Zomato Restaurants Expansion(Spreadsheet), RCB IPL Stratergy (SQL), Amazon E-Commerce (PowerBI).
- $\bullet$  Scored 80-100% in respective projects.

# Data Analysis Ducat

March 2023

MySql, PowerBi, Microsoft Excel

#### **SKILLS**

Computer Languages: SQL

Data Tools: Power BI Software Packages: Excel

Soft Skills: Communication Skills, Decision-making, Time management, Leadership, Presentation Skills

Others: Analytics

### EXTRA-CURRICULAR ACTIVITIES

• Head, McKalakar (All India Open Mic Community): Organized and hosted nationwide open mic events promoting artistic talent across genres.

## • Live Performer (Guitar

**Vocals):** Regular performer at cultural fests and open mic events; recognized for musical creativity and audience engagement.

## • Event Host

Moderator: Hosted numerous college and city-level events, enhancing public speaking and crowd management skills.

 $\bullet$  Core Member, Cultural Committee – IHM Goa

IBS Gurgaon: Managed multiple events, handled artist coordination, logistics, and sponsorships.