

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) ICFAI Business School, Gurgaon	2022 - 2024 Grade: 6.39/10.0
Bachelor of Science (Hospitality) Institute of Hotel and hospitality management and catering technology , Goa	2016 - 2019 Grade: 55.1%

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 Development Consultant October 2020 - June 2021
Unacademy *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 Development Executive November 2019 - June 2020
BYJUS *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 February 2023 - May 2023
Paysprint Private Limited *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 STRATEGY (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 Strategy (SQL), Amazon E-Commerce (PowerBI).
- 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: Presentation Skills, Leadership, Time management, Decision-making, Communication Skills

Others: Analytics

EXTRA-CURRICULAR ACTIVITIES

- **Head, MeKalakar (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.

- **Core Member, Cultural Committee – IHM Goa**

- **IBS Gurgaon:**

- Managed multiple events, handled artist coordination, logistics, and sponsorships.