

Himanshu Ahuja

Data Analyst

hahuja24@gmail.com

+91- 9901646157

Jaipur, India

linkedin.com/in/himanshu-ahuja-512412101/

Target driven, inquisitive and innovative individual, seeking a highly rewarding career and a healthy work environment which provides an opportunity to learn and implement knowledge and skills for the purpose of organizational and professional growth.

WORK EXPERIENCE

Data Analyst

Voylla Fashions Pvt. Ltd.

08/2020 – Present

Jaipur, India

Highlights/Contributions

- Worked with Customer Experience, Marketing and Supply Chain teams and provided analytical support to generate business insights.
- Identification and analysis of promoters, detractors and passive customers, reasons for their behaviour and strategize required implementations to increase NPS score to 65
- Designed and Developed Payment (COD & Prepaid) Reconciliation Dashboards and minimized the discrepancies to only 1%.
- Prepared RTO(Return to Origin) and CR(Customer Return) Cohorts to analyse the overall performance on different levels: -
 - 1) Channel wise
 - 2) Customer segments. (Location, Previous Order History).And decreased the RTO by 2% & CR by 0.5%.
- Performed Cohort Analysis and increased the CRR (Customer Retention Rate) by 2%.
- Automated the Excel Reporting using Power BI Dashboards.
- Designed and Developed Dashboards for Online & Offline businesses using Microsoft Power BI and PostgreSQL to track performance with desired KPI's.
- Monthly Target Planning for various marketing channels and reporting their Daily/Weekly/Monthly performance.

Data Analyst

Refine Medium

08/2019 – 03/2020

Noida, India

Highlights/Contributions

- Used Power BI to find business insights with the latest data available.
- Analysing monthly growth of different cryptocurrencies.
- Generation of reports for different cryptocurrencies in Excel.

Business Development Associate

Think & Learn Pvt. Ltd.

04/2019 – 08/2019

Jaipur, India

Highlights/Contributions

- My role was to convert the leads into sales for the organisation. My position included calling, client meeting and converting the meeting into sale.

EDUCATION

Bachelor of Technology in Electrical and Electronics Engineering

Manipal Institute of Technology, Manipal

08/2014 – 07/2018

CGPA – 8.09

XII

Guru Harkrishan Senior Secondary Public School, Raisinghnagar

04/2011 – 03/2013

(CBSE) % - 85.8%

X

Guru Harkrishan Senior Secondary Public School, Raisinghnagar

04/2009 – 03/2011

(CBSE) CGPA - 9.4

SKILLS

- **SQL:** - MySQL, PostgreSQL
- **Microsoft Excel:** - Formulas, Functions, Pivot Tables, Charts, Data Analysis, Dashboards.
- **Power BI:** - Dashboard Design, Data Modelling.

AREA OF INTEREST

- **Data Analytics**
- **Data Visualization**
- **Digital Marketing**
- **Data Regression**

PROJECTS

- **Purchasing Intentions of Electric Vehicles**
The aim of this research project was to analyse the perception of probable customers towards electric vehicles, analyse and validate the results using SPSS data analysis tool and to determine the future feasibility of electric vehicles in India.
- **AVR Simulations using MIPOWER**
The objective is to know the effect of AVR on the system and its restoring capability by changing various load conditions and the level of excitation input to the system. MIPOWER Simulation of both the models with and without AVR is to be done for the detailed comparative study.

ACHEIVEMENTS

- Published and presented a research paper on "Impact of Attitude towards the Environment on Purchase Intention of electric vehicles" at 1st International conference on Commerce and Pharma Management at MAHE, Manipal organized by Manipal International University, Malaysia and Deakin Business School, Australia.

Co-Curricular Activities

- Avid traveller and Community worker.
- Organized Clothes Distribution Drive, Blood Donation Camps, Community Contact Program and Charity Events.
- Managed sponsorship related activities for fund raising events for The Rotaract Club of Manipal.
- Regular Blood Donor.