ACTIKNOW

Abhishek Kaundal

Senior Business Analyst

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Professional Summary

Overall 2 yrs. of experience in BI Analytics. Have extensive experience in industry wide BI Tools like Tableau, Power BI, Klipfolio ,My SQL etc.

Good Understanding in:

1. Data Modelling and Data Manipulation
2. Business requirements gathering.
3. KPI framework design.

Education and Skillset

Educational Qualifications

- Engineering (C&I) – University Of Delhi

Tools Expertise

- Tableau, Klipfolio, Power BI, Excel, My SQL.

Data Source Experience

- Sales Force, Big Query, Mail Chimp, GA, Gads, Quick books, Facebook, LinkedIn, Sydney.

Analytical Skills

- Marketing & Campaign Analyses
- Statistical Analysis.
- Digital Analytics Reporting

Projects Experience

1. Title: Performance Analysis(Johnson & Johnson).

Objective: The goal of the project was to track the performance of the sales representatives of Johnson & Johnson across 22 Countries.

Roles & Responsibilities: Responsible for designing solution framework for calculating the below KPIs

- Deployed User Role.
- Reporting Week Breakdown.
- Deployed Field Force Performance.
- Active Users Activities Breakdown.
- User Activity Trend.
- Customer Facing Volume Trend.

Data Source Used: Sales Force

Tools Used: Excel, Tableau, Power Query

2. Title: Campaign Reporting Analysis.

Objective: To evaluate impact of different campaigns using different channels (email, GA, events, social etc.)

Data Source- Google Analytics

Tools Used: Tableau

3. Title: Campaign Reporting Analysis.

Objective: To evaluate impact of different campaigns using different channels (email, GA, events, social etc.).

Data Source- Google Analytics, Google AdWords, Facebook, LinkedIn, Bing Ads.

Tools Used: Klipfolio

4. Title: Financial Analysis - Statements like Balance sheet, Cash flow and P&L..

Objective: Development of Balance sheets and profit and loss statements using financial data fetched from QuickBooks (API) in Klipfolio.

Data Source- QuickBooks

Tools Used: Klipfolio

5. Title: Employee Performance and Work Tracking.

Objective: Development of Dynamic KPI which helped the client track the performance of the employees and also designed some KPI which helped employees to track their pending work along with its deadline status.

Data Source- Trello , Excel.

Tools Used: Klipfolio