



Jitendra Kushwah

Sr. Business Analyst

jitendra.kushwah@actiknow.com

Professional Summary

- Overall 5 yrs. of experience in in collecting, organizing, interpreting, and disseminating various types of statistical figures.
- Highly experienced in Advance Excel, VBA Macros, Reporting & Report Automation, Data Manipulation & Analysis, MS Access, MS PowerPoint, QA Manual Testing, Google Analytics, Keyword Analytics, Power BI, ETL, MSSQL Server, R-Studio and MYSQL etc.
- Proficient in Data Manipulation & Analysis

Good Understanding in:

1. Business requirements gathering
2. Identifying and defining the KPIs and Metrics to achieve the organizational goals
3. Digging out the insights from reports & analyses

Education and Skillset

Projects Experience

Educational Qualifications

- Master of Computer Application from Uttar Pradesh Technical University.
- Bachelor of Science from CSJM University.

Tools Expertise

- VB.Net, C#.Net, Asp.Net, Entity Framework
- Tableau, Qlikview, PowerBI
- Excel, Access, PowerPoint
- SQL Server, MySQL
- R Studio, R Programming

Analytical Skills

- Data Analysis & Reporting
- NPS and KTPM Analyses
- Digital Analytics

Role Based:

- BI Consulting
- Application Development
- Interpersonal Skills
- Application Testing
- Project Management

1. Title: Net Promoter Score Analysis

Objective: Find out the Net Promoter Score from the responses collected from the customers in 16 countries in Europe, Middle East and Africa. Find out the key drivers of the NPS and the problem areas.

Roles & Responsibilities: Responsible for designing the solution template in MS Excel and PowerPoint & the entire delivery of project

Tools Used: MS Excel, MS Power Point

2. Title: ROI analysis for Loyalty program

Objective: To evaluate the effect of loyalty program on the sales. Compare sales per member and sales per nonmember to evaluate ROI of the program.

Roles & Responsibilities: Responsible for preparing the solution framework and delivery of the project.

Tools Used: Excel, Tableau

3. Title: Sales Management Tool

Objective: It is a Sales Tracking, Budgeting & Forecasting System at a single place. It has ability to set budget and check forecast to be achieved with set budget and ability to track what sales are achieved till date and forecast is automatically updated.

Roles & Responsibilities: Testing of the Application

Tools Used: .Net, SQL

4. Title: Social Media Marketing Dashboard

Objective: To analyze the marketing data from social media websites like Facebook, Twitter and Google analytics

5. Title: Brand/ Manufacturer Performance Analysis

Objective: To analyze the performance of a brand of a Fortune 500 pharmaceutical company and compare it with its competitors across different countries or regions across the globe.

Tools Used: Excel

6. Title: Promotional program analysis

Objective: To understand impact of promotional programs on the sales of the different products at multiple retailers.