





Bhaskar Thakur

Data Analyst

My Contact

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About Me

I am an aspiring **Data Analyst** with a strong foundation in Excel, Power BI, SQL, Python, and Tableau. I am passionate about solving coding logic and impressing people with my logical thinking abilities. With a love for being on stage and motivating others, I bring a unique blend of technical expertise and interpersonal skills to any team or project.

Professional Experience

2023 (Oct) - 2024 (Feb)

Meritto || **Data Analyst**

Meritto works in the B2B SaaS education technology sector, Meritto is the de facto choice for all educational organizations looking to grow their enrollments whether EdTech Companies, Coaching & Training Institutes, Study Abroad & Education Consultants, K12 Schools, Play & Preschools, or Higher Education Institutions

Key responsibilities:

- Working with **Googlesheet**
- Working on **CRM**(Customer Relationship Manager)
- Managing **lead** summary Report,SCO ranking Reports
- Managing Marketing Dashboard in **PowerBi**
- Tracking expense of **Google, LinkedIn Facebook** campaigns on Daily basis
- Email tracking
- **Data Collection:** Gathering and collecting data from various digital marketing channels, such as websites, social media, and email campaigns. Manage leads from online and Offline Platform(LinkedIn ,and Google adds ext.)
- **Data Cleaning and Validation:** Ensuring the accuracy and reliability of data by cleaning, validating, and correcting any inconsistencies or errors.
- **Tracking** :All leads using CRM and PipeDrive
- **Reporting:** Creating regular reports and dashboards **PowerBI** to communicate findings and performance metrics to stakeholders.
- **Performance Metrics:** Developing and maintaining key performance indicators (KPIs)

Certifications

- Certified Data Analyst (Excel, SQL, Tableau)
(July 2022 – July 2023)
- Certified Data Analyst (Python)
- Data Analysis Certification (SLA consultants India)
(Dec 2021 – June 2022)

Projects

- **Python** - Diwali Sales Exploratory Analysis (Python)
- Retail Case Study (Python)
- Insurance Claims Case Study (Python)
- Credit Card Case Study (Python)
- **Tableau** - Sport equipment sales analysis (Tableau)
- **SQL** - Retail data analysis (SQL)
- Mobile manufacturer data analysis (SQL)
- **Excel** - Consumer Complaint Analysis (Excel)
- Sports Data Analysis (Excel)

Excel

- **Compile and Analyze Data:** Gather data from different departments, perform thorough analysis, and provide insights for sales forecasting.
- **Prepare Dashboards and Reports:** Develop visually appealing dashboards, presentations, graphs, and analytical reports Pivot charts, dashboards, Macros, formulas, and data manipulation.
- **Proficient in Advanced Excel:** Deep understanding and command over all types of Excel formulas and conditions, including but not limited to Pivot Table, VLOOKUP, Conditional Formatting, COUNTIF, SUMIF.

Experience

Vigour Mobile India Private Ltd (VIVO) | MIS

Executive

July 2022 - 2023 (oct)

- sales Vivo Phone in Haryana state

Key responsibilities:

- Clean and preprocess raw data to make it suitable for analysis.
- - Monitor and Track the stock levels of all running models of Vivo phones across various locations in Haryana.
- Ensure **sufficient** stock availability in each market to meet demand.
- **Analyze** sales data to identify trends, patterns, and potential areas for improvement.
- Monitor and track the sales performance of Vivo phones in Haryana.
- Conduct **Analysis** of competitor mobile brands' sales in comparison to Vivo phones in Haryana.
- Identify **Strengths** and **weaknesses** of Vivo's products in comparison to competitors.
- Monitor stock movement from the warehouse to the market and vice versa.
- Oversee the management of all data related to stock tracking, sales tracking, and market competition analysis.
- **Analyze** the performance of Vivo's various phone models and segments in the Haryana market.
- Track and analyse the day-to-day and month-on-month **Performance** of the sales team.
- Provide regular performance reports to sales managers and higher management.
- Prepare yearly sales growth and degrowth analysis comparing current year sales with the previous year.
- **Analysing** factors that contributed to changes in sales performance over time.
- Prepare Monthly **sales growth** and **degrowth analysis** comparing sales performance between consecutive months.
- **Analysing** seasonal trends and patterns to adjust sales strategies accordingly.

Soft Skills

- Team Management
- Communication
- Project Management
- Leadership

Education Background

- Himachal Pradesh University, Shimla
BCA - Computer Science, 68%
- DAV Public School (CBSE)-**12th**
(68%)
- DAV Public School (CBSE)-**10th**
CGPA- 8.8