

Lakshmi Kant

Data Analyst / Data Scientist

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SKILLS

Programming Languages: SQL (MySQL, PostgreSQL), Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn), R (tidyverse)
Technical Tools: Advanced MS Excel, MS Power BI, Tableau, Looker Studio, VS Code, RStudio, Jupyter Notebook, Git
Data Analysis: Data Modeling, Data Wrangling, Data Mining, Data Visualization, Statistical Analysis, Predictive Analytics
Machine Learning: Supervised Learning, Unsupervised Learning, Feature Engineering, Model Validation, Model Evaluation

PROFESSIONAL EXPERIENCE

Cult Technology Pvt Ltd New Delhi, DL
Data Analyst May 2023 – Dec 2024

- Examined marketing data with **Google Analytics**, driving a 15% increase in website traffic and campaign performance.
- Streamlined data processing using **Excel, SQL, and Python**, boosting workflow efficiency and productivity by 40%.
- Implemented **A/B testing** and **audience segmentation**, achieving a 25% boost in engagement and a 20% increase in ROI.
- Built interactive **Power BI** dashboards to visualize KPIs, enhancing reporting efficiency and business performance by 30%.
- Collaborated with marketing teams to design **data-driven** strategies, increasing ROI and audience targeting precision.

MedTourEasy New Delhi, DL
Data Analyst Trainee Mar 2023 – Apr 2023

- Developed a **predictive model** for 748 blood donors, identifying repeat donors, and optimizing campaign efficiency.
- Executed **machine learning** algorithms like **linear regression**, enhancing accuracy to 78% through TPO's automated tool.
- Conducted in-depth **data analysis** to pinpoint potential repeat blood donors, driving a 15% rise in blood donor retention.
- Enhanced repeat blood donor tracking in a single campaign, improving management's decision-making speed by 20%.

NMT Technologies Noida, UP
SEO Executive Mar 2022 – Feb 2023

- Boosted organic traffic by 35% using targeted keyword research and on-page optimization, increasing site dwell time by 18%.
- Improved SEO strategies using Google Analytics, Search Console, Ubersuggest, and SEMrush, increasing conversions by 25%.
- Presented monthly SEO reports to clients and senior stakeholders, contributing to a 10% improvement in client satisfaction.

Otroit Consultancy Services Noida, UP
Associate Data Scientist Oct 2019 – Jul 2021

- Explored marketing and sales data from **Sales Navigator** with **Excel**, and **SQL**, driving a 20% increase in conversion rates.
- Performed **exploratory data analysis (EDA)** using **Python** and **A/B testing** to uncover key trends and actionable insights.
- Established a customer segmentation strategy to enhance targeting, achieving a 30% increase in sales, engagement, and ROI.
- Dedicated to using data to drive business decisions and create impactful solutions for the sales and marketing team.

PERSONAL PROJECTS

Supply Chain Analysis with R and MS PowerBI | [GitHub](#) | [PowerBI](#) Nov 2024 – Dec 2024

- Led comprehensive supply chain analysis using **R**, leveraging advanced **data preprocessing** and **exploratory data analysis** to uncover sales trends, correlations, and key performance drivers, enabling data-driven insights for operational optimization.
- Created an interactive **Power BI** dashboard that tracked over 10 key supply chain metrics, transforming raw data into digestible visualizations and enabling the sales team to make informed decisions on delivery strategies.

Superstore Sales Analysis with MySQL and Tableau | [GitHub](#) | [Tableau](#) Oct 2024 – Nov 2024

- Analyzed Superstore sales customer data to uncover patterns, improving operational efficiency and driving profit growth.
- Ensured data accuracy and consistency by cleaning, transforming, and exploring raw sales data using **Excel** and **MySQL**. Along with building an interactive **Tableau** dashboard to provide stakeholders with concise and actionable insights.

EDUCATION

Chaitanya Institute of Technology and Science; Warangal, TG 2014 – 2018
B. Tech in Mechanical Engineering

Maharaja College; Ara, BR 2012 – 2014
I. Sc (12th) in Mathematics

AWARDS AND CERTIFICATES

IBM Data Analyst on Coursera | [Credential](#) Jan 2023 – Mar 2023
Relevant Coursework: Data Analysis, Data Science; Data Mining, Data Manipulation; MS Excel, SQL, Python, Cognos Analytics

Google Data Analytics on Coursera | [Credential](#) Sep 2022 – Jan 2023
Relevant Coursework: Data Analytics, Data Visualization; Google Sheets, BigQuery, Tableau, R Programming Language

Applied Data Science with Python on Simplilearn | [Credential](#) Oct 2022 – Dec 2022
Relevant Coursework: Data Science, Machine Learning; Data Wrangling, Model Development, Statistics, Linear Algebra, Calculus

Data Analysis & Visualization in Python on Udemy | [Credential](#) Jul 2022 – Oct 2022
Relevant Coursework: Data Modeling, Data Visualization; Advanced MS Excel, SQL, Looker Studio, Python, Matplotlib, Seaborn