

Vishwesh Purohit

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Summary

Results-driven Data Analyst with 4+ years of experience in data analytics, business strategy, and process optimization. Proficient in SQL (Recursive CTE, Window Functions), Python (Pandas, NumPy, SciPy), and Power BI (DAX, RLS) for data modeling, reporting, and automation. Experienced in AWS RDS, Lambda, Snowflake, and SAP ERP for large-scale data processing. Skilled in predictive analytics, pricing optimization, and stakeholder collaboration to drive business growth. Adept at requirement gathering (BRD, FRD), workflow automation, and Agile methodologies to improve decision-making and operational efficiency.

Technical Skills

- **Business Intelligence & Data Visualization:** Power BI (DAX, Power Query, RLS), Tableau, Looker, Excel (Pivot Tables, VBA Macros, Power Query, Advanced Formulas)
- **Databases & Querying:** SQL (Joins, Recursive CTE, Window Functions), Azure SQL Database, AWS (RDS, Lambda), Snowflake, SAP ERP
- **Programming & Data Processing:** Python (Pandas, NumPy, SciPy, OpenPyXL, Selenium), RPA (UiPath), Data Cleaning & Transformation, ETL Automation (Azure Data Factory, Logic Apps)
- **Predictive Analytics & Optimization:** XGBoost, Random Forest, Forecasting Models, Anomaly Detection, Customer Segmentation, Pricing Elasticity Analysis
- **Business & Pricing Analysis:** Revenue Optimization, Demand Forecasting, Competitive Market Analysis, Cost-Benefit Analysis, Controlled Pricing Experiments
- **Process & Requirement Analysis:** BRD, FRD, Process Mapping (Visio), Requirement Gathering, Scenario Planning, Sensitivity & Elasticity Analysis
- **Project Management & Workflow Automation:** Agile (Scrum, Sprints), Stakeholder Engagement, Workflow Optimization, Automated Data Processing

Professional Experience

Data Analyst, Assurant

01/2024 – Present | Remote, USA

- Led pricing data analysis for 5+ cross-functional teams (finance, sales, marketing, product, operations), conducting 30+ BRD and FRD studies, enhancing decision-making efficiency by 20%, ensuring data-driven revenue strategies, and aligning pricing models with Assurant's risk management objectives.
- Processed over 2 million sales records using AWS RDS and Lambda, leveraging Recursive CTE in SQL to analyze hierarchical data, uncovering 15% pricing inefficiencies, optimizing \$10 million in revenue streams, and improving data accessibility for 50+ stakeholders.
- Performed statistical pricing analysis using Python (Pandas, NumPy, SciPy), detecting 5,000+ anomalies, refining cost models, and increasing pricing accuracy by 10%, leading to optimized revenue strategies and a 5% improvement in profit margins.
- Implemented an ML-based XGBoost model to predict pricing trends and customer purchasing behavior, improving forecasting accuracy by 18%, reducing pricing errors by 12%, and optimizing \$50 million in annual pricing decisions through predictive analytics.
- Conducted elasticity analysis on 100+ pricing scenarios, replacing A/B testing with controlled pricing experiments, increasing demand prediction accuracy by 22%, ensuring dynamic pricing adjustments, and optimizing \$50 million in revenue impact.
- Developed 20+ Power BI dashboards with DAX, RLS, and Power Query, providing real-time insights to 50+ stakeholders, reducing reporting turnaround time by 35%, and enabling data-driven pricing and revenue optimization strategies.

Business Intelligence Analyst, Penske

06/2023 – 08/2023 | Pennsylvania, USA

- Analyzed enrollment data from 14,000 U.S. schools using Python (Pandas), identifying customer migration patterns and improving location optimization models by 20%.
- Built interactive dashboards in Looker to visualize market trends, uncovering 5 growth opportunities for the 2024 migration strategy.
- Automated manual data entry workflows with Python (Selenium), saving 12 hours per week and streamlining operations.

Business Data Analyst, Tanla

01/2019 – 07/2022 | Hyderabad, India

- Spearheaded customer segmentation modeling by analyzing 5M+ customer records, improving campaign effectiveness by 20% and customer retention by 15%, while collaborating with 10+ stakeholders to develop data-driven marketing and sales strategies.
- Extracted, transformed, and optimized 1M+ records from Azure SQL Database using Recursive CTE, Window Functions, and Joins, improving query performance by 40%, reducing data processing time by 50%, and ensuring 99.9% data accuracy.
- Engineered 30+ dynamic Power BI dashboards with DAX, Power Query, and Row-Level Security (RLS), enhancing real-time KPI tracking for 50+ stakeholders, reducing report turnaround by 35%, and enabling faster data-driven decisions.
- Conducted advanced data analysis in Python (Pandas, NumPy, SciPy) to detect 5,000+ anomalies, refine segmentation models, and increase personalization accuracy by 12%, leading to a 5% revenue uplift and a 10% increase in customer engagement.
- Automated reporting and data workflows using Advanced Excel (Pivot Tables, VBA Macros, Power Query) and SAP, reducing manual processing time by 30%, improving operational efficiency, and streamlining decision-making for 20+ teams.
- Led 15+ controlled pricing experiments (alternative to A/B testing), validating datasets and documenting findings in BRDs and FRDs, aligning pricing strategies with market demand, and increasing campaign ROI by 18%.
- Integrated Azure Data Factory and Logic Apps to automate ETL pipelines, reducing data processing time by 40%, improving data accuracy, and ensuring seamless integration across multiple business units for real-time decision-making.

Education

Master of Science, Oklahoma State University
Business Analytics and Data Science

08/2022 – 05/2024 | Stillwater, OK, USA