

Vikas Chaurasia

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PROFESSIONAL SUMMARY

Detail-oriented Data Analyst with an M.Sc. in Data Science and proven experience translating complex data into actionable business intelligence. Highly proficient in SQL, Python (Pandas, NumPy), and data visualization tools (Power BI, Tableau) for optimizing query performance and building executive dashboards. Adept at managing ETL pipelines, performing exploratory data analysis (EDA), and executing rigorous data cleansing to ensure strict data governance. Passionate about leveraging predictive modeling, statistical analysis, and data-driven storytelling to support cross-functional decision-making and KPI monitoring.

EXPERIENCE

Data Operations Analyst

April 2022 – June 2023

BluBrick Realty

Mumbai, India

- Extracted, cleaned, and analyzed large-scale relational datasets using SQL and Advanced Excel (Pivot Tables, VLOOKUP), ensuring high data integrity for time-sensitive business decisions.
- Developed automated reporting workflows and interactive Power BI dashboards, translating raw data into actionable insights that improved overall reporting efficiency by 30%.
- Collaborated with cross-functional teams to define business requirements, identifying operational bottlenecks and KPIs to support strategic, data-driven planning.
- Conducted regular data quality assurance (QA) and root-cause analysis, resolving reporting discrepancies and executing ad-hoc data analysis requests for senior management.

DATA ANALYTICS & BI PROJECTS

Campaign Performance ETL Pipeline — [\[View on GitHub\]](#)

SQL (MySQL), Power BI, Data Aggregation, Marketing Analytics

- Designed an end-to-end ETL pipeline using SQL to clean, parse, and aggregate 55,000+ rows of raw marketing data, executing rigorous logic to eliminate outliers.
- Built interactive visualization dashboards by creating reusable technical queries, tracking funnel conversion metrics and evaluating ROI for internal stakeholders.

E-Commerce Sales Analysis Dashboard — [\[View on GitHub\]](#)

Python (Pandas, Matplotlib), Advanced Excel, Trend Identification

- Engineered a Python-driven workflow to preprocess and clean messy transactional datasets, functioning as a self-starter to extract key revenue drivers and seasonal trends.
- Designed robust business dashboards to visualize regional sales performance, presenting data-driven narratives that translated complexity into clear retail strategies.

Telco Customer Churn Analysis — [\[View on GitHub\]](#)

Python (Scikit-learn), Exploratory Data Analysis (EDA), Predictive Analytics

- Analyzed a comprehensive 7,000+ row dataset to uncover hidden behavioral patterns, utilizing statistical concepts to determine the root causes of customer attrition.
- Executed data segmentation to profile high-risk users, providing actionable business intelligence recommendations to improve client retention and lifecycle management.

EDUCATION

M.Sc. in Data Science & Business Analytics

2025

HSNC University, Mumbai

Bachelor of Commerce (B.Com)

2021

Rizvi College of Arts, Science & Commerce, Mumbai

TECHNICAL SKILLS

Core Tools & Languages: SQL (Query Optimization, Joins, Aggregation), Python (Pandas, NumPy), Advanced Excel

Data Visualization & BI: Power BI, Tableau, Dashboard Reporting, Data Storytelling, KPI Monitoring

Data Management: ETL Pipelines, Data Cleansing, Data Governance, Quality Assurance (QA)

Analytics Techniques: Exploratory Data Analysis (EDA), Predictive Modeling, A/B Testing Concepts, Segmentation

CERTIFICATIONS

- **The Ultimate Job Ready Data Science Course** – CodeWithHarry
- **3rd Place - AI Prompt Engineering Workshop (Sci-CodE #24)**