

ABHISHEK PATNAIK

DATA ANALYST

New Delhi, India | +91-9810375860 | abhiishek.patnaik@gmail.com

[linkedin.com/in/abhiishek-patnaik](https://www.linkedin.com/in/abhiishek-patnaik) | github.com/abhishek-patnaik | abhishekatnaik.creativemoonlightstudio.com

SUMMARY

Data Analyst with 2+ years turning multi-source data into decision-ready insight. Builds Power BI and Tableau dashboards, automates data pipelines in Python and SQL, and applies statistical and ML methods (regression, clustering, A/B testing) to move revenue, retention, and operational metrics for the business.

PROFESSIONAL EXPERIENCE

Sales Excellence Executive — Data & Analytics

Dec 2025 – June 2026

Iris Waves, India

- Designed and deployed 4 interactive Power BI dashboards for the MPS business unit, consolidating sales, operational KPIs, and growth metrics into a single source of truth used by 3 leadership stakeholders in weekly strategy reviews.
- Built a standardized data-validation pipeline spanning 5+ internal sources, cutting reporting errors by ~30% and removing hours of manual cleaning each reporting cycle.
- Surfaced a 15% revenue decline in one product segment through trend and drill-down analysis; the finding triggered a targeted recovery initiative that reversed the trend within 2 weeks.
- Led end-to-end tracking for a 1,300+ PC distribution project — monitored shipment milestones, flagged 40+ operational exceptions, and coordinated cross-team fixes to reach 98% on-time delivery.
- Partnered with marketing and IT to launch the Iris Global and Iris Waves corporate sites, owning content structure, analytics-tag integration, and go-live QA.

Business Analyst

Jan 2023 – Dec 2024

Ubix Infotech Pvt. Ltd., Gurgaon

- Built 4 Power BI dashboards on 2K+ customer records across subscription lifecycle, payment behaviour, and demographics, enabling marketing to run targeted campaigns that cut churn inquiries by 12%.
- Applied logistic regression and K-means clustering to flag high-risk churn segments; recommendations contributed to a 15% lift in targeted-discount conversions.
- Automated weekly data-cleaning workflows in Python (Pandas), reducing manual preprocessing from ~6 hours to under 1 hour per cycle and freeing 20+ analyst-hours per month.
- Delivered 40+ weekly and monthly performance reports to senior management, distilling complex behavioural patterns into 1-page executive summaries with clear action items.

PROJECTS

Product & Funnel Analytics — GA4 E-Commerce Dataset | SQL, BigQuery, Python, Looker Studio

- Analysed millions of real user events from BigQuery's public GA4 e-commerce dataset to trace the purchase funnel by acquisition channel, isolating where high-intent traffic drops off.
- Ran a cohort-based retention comparison across channels with a significance test on the difference, translating the result into a channel-prioritization recommendation.

Client & Resource CRM — Creative Moonlight Studio | Electron, React, TypeScript, SQLite

- Designed and built a CRM from scratch to run my own agency — tracking client pipeline, deadlines, and resource allocation across concurrent engagements.
- Replaced manual spreadsheet tracking with structured data views showing project load and deadline risk, cutting weekly status-check time and missed handoffs.

TECHNICAL SKILLS

Languages & Libraries: Python (Pandas, NumPy, Scikit-learn, SciPy, Matplotlib, Seaborn), SQL (Window Functions, CTEs, Subqueries)

BI & Visualization: Power BI, Tableau, Looker Studio, Excel (Pivot Tables, VLOOKUP, Advanced Formulas)

Cloud & Databases: Google BigQuery (Partitioning, Clustering, Scheduled Queries), MySQL

Statistics & ML: Hypothesis Testing (t / Chi-square / Z), A/B Testing, Regression, Logistic Regression, Random Forest, K-Means Clustering

Data Engineering: REST API Ingestion, ETL Pipelines, Cron Scheduling, Data Validation & Cleaning

Workflow: Stakeholder Reporting, Executive Summaries, Dashboard Design, Data Storytelling, Cross-functional Collaboration

EDUCATION

Master of Computer Applications (MCA) — Jain University, Bangalore

GPA 9.1/10 · 2022–2024

Bachelor of Computer Applications (BCA) — Maharaja Surajmal Institute, Delhi

GPA 8.9/10 · 2019–2022