

Ishaan Budhiraja

Immediate Joiner In Data Analytics

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Summary

- Results-driven Data Analytics Professional with **8.5 years of industry experience**, including **6 years dedicated to Data Analytics**. Experienced in **Power BI, Tableau, SQL, Alteryx** and **Python** with a strong background in **data collection, cleaning, visualization, insight generation, business intelligence, ETL methodology and stakeholder management**
- Experience across finance, market research, and political analytics, delivering insights that optimize operations, enhance decision-making, and drive business growth. Led key projects in **election outcome prediction, HR attrition analysis, and funding reporting automation** to improve efficiency and strategy displaying aspects of good **project management**

Experience & Key Projects

Dhruv Research

Strategy and Analytics Manager

Sep 2022 - Jul 2024

Led data-driven research and analytics for market and political strategy, leveraging Power BI, SQL and Alteryx for insights.

Election Outcome Prediction

- Helped develop a **predictive model with 90% accuracy** to forecast election results, guiding strategic decisions for campaign allocation and consulting political parties
- Visualizations built using **Power BI and SQL**, streamlined resource deployment and **increased voter engagement by 20%**
- Drove a **15% increase in voter turnout** by developing and executing data-driven campaign strategies for India's largest political party during General elections

Tools : Power BI, SQL Server, Alteryx

Alteryx Data Processing for Survey Insights

- Optimized data processing workflows using Alteryx to clean and organize survey data, **reducing processing time by 30%** and allowing quicker adjustments to campaign strategies.
- Enhanced candidate selection **accuracy by 20% through strategic CAPI surveys**, optimizing decision-making for Assembly elections.

Tools : Alteryx, Power BI

Public Sentiment Analysis for Campaigns

- Led data collection and analysis for public sentiment surveys using **CAWI and CATI and other market research methodologies**.
- Analyzed responses from over 10,000 participants, providing data-driven insights through Power BI that improved campaign messaging and boosted engagement.
- **Increased customer acquisition by 15%** by analyzing survey data using advanced statistical techniques and assisted in launching high-impact marketing campaigns.

Tools : SQL, Power BI, Alteryx

Mpower Financing

Team Lead

Jun 2022 - Sep 2022

Optimized loan approval processes by building dashboards and automating financial data analysis.

Loan Processing Time Reduction

- Employed **SQL to identify inefficiencies in loan operations**, enabling data-driven process improvements that enhanced SLA compliance and team productivity
- Created and managed Salesforce dashboards to monitor loan processing and funnel conversion rates. This visualization project highlighted key bottlenecks, **increasing conversion rates by 10% and reducing loan processing time by 15%**

Tools : SQL, Power BI, Alteryx

Better.com

Manager – Operations and Analytics

Jul 2018 - Mar 2022

Developed data pipelines and analytical models to enhance mortgage decision-making and operational efficiency.

Performance Metrics Visualization

- Developed and maintained **dashboards on Tableau to track SLA** adherence and team performance metrics.
- Provided real-time visibility into operations, **leading to a 25% increase in task completion** rates through proactive management.

Tools : SQL, Tableau

Funding Analytics Reports Automation Project

- The aim of the project was to **automate the funding process via Alteryx**.
- Streamlined funding analytics reporting via Alteryx automation, **reducing manual effort by 40%**
- Made the changes in the workflow as per business requirement. Generated weekly and monthly reports using the workflow

Tools : Alteryx, Tableau

HR Analytics, Attrition Model

- Designed a dashboard using **Power BI from the HR data processed via SQL**
- Helped develop an Attrition Model using K-Means Clustering in Python which was helpful in identifying employee groups based on attrition risk and in segmenting employees based on performance and tenure
- The aim was to standardize the HR data received every month in different files and upload it in the Power BI dashboard

Tools : Power BI, SQL

S&P Global Market Intelligence

Research Associate

Jan 2016 - Jul 2018

Conducted financial data analysis and built reports to provide insights for investment and risk management.

Education

University of Delhi (Sri Guru Gobind Singh College of Commerce)

Bachelors in Business Economics (BBE)

May 2015

Delhi, India

Skills

- Power BI
- Tableau
- SQL
- Alteryx
- Python
- MS Office Suite
- JIRA
- Lucid Charts
- Salesforce
- Looker

Certifications

- **Alteryx Designer Core Certified**
- **SQL & Relational Databases (IBM)**