

Ketan Goel

Business Analyst

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2+ years experienced Business Analyst & Certified Data Science Professional with a passion to solve real-world business challenges using analytics and visualization tools. Proficient in translating business specifications into technical requirements for streamlining existing processes and delivering user-centric solutions.

TECHNICAL SKILLS

- **Tech Stack/Tools** Python | SQL | Tableau | Jupyter Notebook IDE | Advance Microsoft Excel
- **ML Techniques** Supervised learning | Unsupervised learning Time Series Forecasting

KEY SKILLS

- Feature Engineering
- Business Analysis & Strategy
- Data Manipulation & Cleaning
- Data Visualization & Reporting
- Client Relationship Management
- Business Revenue Models

CERTIFICATIONS

- **Microsoft Certified Azure AI Fundamentals – 10/20**

Understanding/Using Services offered by Azure under various AI domains. [Credential](#)

PROFESSIONAL EXPERIENCE

Business Analyst | WIPRO DIGITAL

Bengaluru, IN | Aug '19 – Present

Project: Retail Analytics | Client- Woolworths Australia

- Worked on Customer Segmentation into High/Mid/low monetary value
- Worked on Time Cohort Analysis on each customer segmentation and measuring retention rates
- Worked on customer RFM Segmentation (Recency, Frequency, Monetary Value) to understand who was the most recent customer? how many times he has purchased from store and total value of trade
- Calculating OTIF (On time, in full) – KPI metric measuring accuracy and efficiency of delivery in supply chain
- Creating weekly, monthly, quarterly growth analysis reports and dashboards for profit/revenue/sales

Achievement: Client appreciation award with outstanding contribution towards project deliverables

Project: Trading Partner Onboarding | Client-Hewlett Packard

- Knowledge of EDI domain and involved business transactions 850,810,855,856 etc. using Seeburger BIS
- End to end ownership of processes involved in EDI partner Onboarding. Some of the onboarded partners include Siemens Energy, Walmart, Tyson Foods, Costco
- Root Cause Analysis for issues reported by clients
- Scheduling/Attending stakeholder meetings and discussing project status, road-blockers, production issues etc.

CAPSTONE PROJECT (PGDDS- BA)

Case Study to solve the dipping revenue problem for an e-commerce platform

- Root Cause Analysis using 5 Why's methodology
- Modelling the problem using the key drivers such as price optimization and market mix modelling that play an important role in an e-commerce business

EDUCATION

Post-Graduation Diploma in Data Science | IIIT Bangalore | GPA -3.7/4

Remote, IN | Mar '20 – Mar '21

B.E Mechanical Production | Thapar Institute of Engineering & Technology | CGPA-7.9/10

Patiala, IN | Aug '15 – Jun '19