

# KRISHNA SHRIHARI SHINDE

Data Analyst / Power BI Developer / SQL Developer

 [LinkedIn](#)

☎ 7038576162

✉ [msgforkrishna294@gmail.com](mailto:msgforkrishna294@gmail.com) 🏠 [Pune, India](#) 📍 [Preferred Location - Pune, India](#)

## EXPERIENCE

Trainee- Data Analyst

**Bajaj Finserv (Payments & Lending) (Off-Role)**

Sept'2023 – Present @ Pune, India

## EDUCATION

BSC – Computer Science

**Pune University '2020-22**

@Pune, India

## CERTIFICATIONS

✓ SQL Certification

## LANGUAGES

English

*Full Professional Proficiency*

Hindi

*Native or Bilingual Proficiency*

Marathi

*Native or Bilingual Proficiency*

## INTERESTS / HOBBIES

Swimming / Badminton

Long Drives

## KEY AREA & EXPERTISE

- *Data Analytics & BI Analytics*
- *Banking and Finance*
- *Payments and Issuance*
- *Cross Sell, QR Business and PG*
- *SMT & KPI Dashboards*
- *Data Visualization*
- *Project Management*
- *Planning & Forecast*
- *SQL Queries & Logic*
- *Business Intelligence*

## TECHNICAL SKILLS

### PROGRAMMING LANGUAGES / TOOLS

- SQL
- Excel
- Data Lake
- Azure Data bricks
- MY-SQL
- Power BI

### BUSINESS ACUMEN

- Strategic thinking
- Planning & Forecast
- Business Analytics
- Data-driven Decision-making

### LEADERSHIP AND MANAGEMENT

- Team Leadership
- Project Management
- Stakeholder Management

## PRODUCT EXPERTISE

### CROSS SELL

- **SPOC for Entire Cross Sell, QR & PG BUSINESS** since scratch to enable Data & report Developments for field employees to Senior Management Team.
- Project went with tremendous success with **30% up** Logins and hitting Disbursement targets with **80%**
- Project went with tremendous success with **30% up** onboarding and hitting GMV targets with **95%**

### TRANSACTION BASED 4 in 1 WEB PAGE PAYMENT GATEWAY (PG)

- Analyzed historical transaction data to identify patterns and peak times, enabling proactive measures to manage traffic and prevent failures.
- Implemented detailed tracking of conversion rates across different payment methods and user segments to optimize the checkout experience.
- Created dynamic dashboards that visualize key performance indicators (KPIs) in near to real-time, allowing for immediate response to issues

### TRANSACTION BASED 3 in 1 APP PAYMENT GATEWAY (PG)

- Implemented advanced analytics tools to collect and analyze transaction data, providing insights into user behavior and performance metrics.
- Established benchmarks for transaction success rates and failure rates, allowing for continuous monitoring and improvement.
- Mapped user journeys to understand the flow through the app, highlighting areas where users may encounter obstacles leading to transaction failures.

## DOMAIN EXPERTISE

### TRAINEE - Data Analytics : Payments - Bajaj Pay

@Bajaj Finserv

#### ➤ Roles & Responsibilities:

- Manage ad-hoc data insights on Power BI, SSRS and Trend analysis requests for Sales & BIZ reviews.
- Developed multiple dashboards for senior management and acquiring heads, providing business-level insights that enable data-driven decisions for content and learner experiences.
- Implemented an advanced lead generation model using SQL to identify and target potential leads for Personal loan (PL) Cross sell payments, significantly enhancing cross-selling opportunities and customer engagement.
- Actively engaged with business teams to understand their data needs and pain points, successfully delegating tasks and creating a roadmap for addressing these challenges.
- Created and optimized multiple data pipelines on Azure Data Brick using Azure SQL, enhancing data processing efficiency and reporting capabilities.
- Provided ad-hoc SQL support across departments by generating custom reports and resolving data issues, enhancing operational efficiency by 25% through collaboration with teams to deliver on-demand insights.
- Automated repetitive tasks using stored procedures and complex queries, reducing manual effort by 30% while also optimizing SQL queries for efficient data extraction from large databases, improving performance and accuracy.

#### ➤ Projects :

##### PAYMENT'S PL LOGINS & DISBURSEMENT / LEAD GENERATION & CROSS SELL: Tools: Appography, MySQL, Azure DB, Power BI

- Developed a model leveraging the BFL customer base, SMS SDK, and appography to identify potential merchants using reverse geocoding and text mining to extract relevant keywords from addresses (e.g., shop, hotel, market).
- Validated findings against the existing loan base for business and active loans, ensuring that identified leads are not only potential but also likely to convert.

##### PL LOGINS / DATABASE MODELLING: Tools: MySQL, Azure DB, Azure SQL.

- Developed and optimized data pipelines using MySQL on Azure Data bricks to process large datasets, ensuring efficiency and scalability. Integrated Azure SQL for data storage and retrieval, enhancing query performance. Leveraged Spark's distributed computing capabilities for ETL tasks, improving overall data processing time and resource utilization.

## DECLARATION

I (KRISHNA SHRIHARI SHINDE) hereby declare that the information mentioned in this document is true to the best of my knowledge & belief.