

NEERAJ KUMAR

Product Analyst | Data Analyst

Phone: 7827282185 | Email: neerajkumar199806@gmail.com | LinkedIn: linkedin.com/in/neerajkumar199806 | Portfolio: neeraj.rangsilk.com

PROFESSIONAL SUMMARY

Product and Data Analyst with 2+ years of experience delivering SQL, Python, ClickHouse, MongoDB, and AWS-based analytics solutions. Proven track record building real-time BI dashboards in Power BI, Apache Superset, and Redash, optimizing SQL query performance, and automating reporting workflows. Skilled in product analytics, A/B testing, cohort and funnel analysis, KPI tracking, and predictive modeling, with experience translating data into actionable business insights for cross-functional stakeholders.

TECHNICAL SKILLS

Programming & Query Languages: Python, SQL

Databases & Data Warehousing: MySQL, SQL Server, ClickHouse, MongoDB, AWS Athena, AWS Redshift

BI & Visualization Tools: Power BI, Apache Superset, Redash, Microsoft Excel

Analytics & Modeling: A/B Testing, Cohort Analysis, Funnel Analysis, Forecasting, KPI Tracking, Data Storytelling, User Behavior Analysis, Reporting Automation, Predictive Modeling, Machine Learning

Cloud, DevOps & Collaboration Tools: AWS EC2, Docker, Git, JIRA, Agile/Scrum

WORK EXPERIENCE

Product Analyst

Nov 2025 – Present

Coffer Internet Service Private Limited (PowerPlay)

- Built and maintained 15+ real-time dashboards in Apache Superset and Redash, adopted by 30+ stakeholders across teams to monitor engagement, retention, and revenue KPIs.
- Optimized SQL queries across 1M+ records, reducing query execution time by approximately 40% and improving reporting performance across scalable data models.
- Developed an AI-powered Chat with Data platform using ClickHouse and AWS, reducing ad-hoc reporting requests by 40% and enabling non-technical stakeholders to self-serve conversational analytics.
- Automated reporting workflows using SQL and Python, saving 20+ hours per month and centralizing analytics operations across MongoDB and SQL systems.

Data Analyst

Sep 2022 – May 2023

Girnar Insurance Brokers Private Limited

- Created 8+ business dashboards tracking acquisition, conversion, retention, and revenue KPIs for brokerage operations.
- Identified funnel drop-offs and user behavior patterns through data analysis, contributing to an 8% improvement in conversion rates.
- Streamlined reporting workflows using Python, reducing manual effort and saving 15+ hours per month.
- Analyzed datasets of 500K+ records using SQL and Excel, delivering actionable insights to cross-functional stakeholders.

MIS Analyst

Jan 2020 – Jun 2021

Globiva Services Private Limited

- Established systematized MIS reporting workflows, improving reporting accuracy by 30%.
- Reduced report turnaround time by more than 8 hours per week through workflow optimization.
- Conducted data validation and reconciliation checks on 5,000+ records and reports, and compiled Excel-based dashboards for business operations and management reporting.

PROJECTS

AI-Powered Chat with Data Analytics Platform (Enterprise Project — PowerPlay)

Python, SQL, ClickHouse, AWS, AI APIs

- Engineered a conversational analytics platform enabling users to query data and view reports using natural language.
- Designed a backend workflow converting natural language queries into SQL, executed against ClickHouse for high-performance data retrieval.
- Delivered results on the frontend as structured reports, tables, and graphs for streamlined business consumption.

RangSilk E-Commerce Platform (rangsilk.com | admin.rangsilk.com)

Node.js, Next.js, TypeScript, MongoDB, Vercel

- Independently built a full-stack clothing e-commerce platform covering product listings, sales, descriptions, delivery, and category management.
- Integrated a payment gateway to support end-to-end order processing on the customer-facing storefront.
- Engineered a separate admin panel for managing products, orders, payments, and analytics.

Apache Superset Integration Pipeline (analytics.rangsilk.com)

MongoDB, AWS EC2, Apache Superset, Python

- Established a data pipeline on AWS EC2 to extract, clean, and transform data stored in MongoDB.
- Structured cleaned data for ingestion into Apache Superset to enable reporting and visualization.
- Enabled self-service report and dashboard generation from processed data for business teams.

Customer Retention Analysis

Python, Power BI, Machine Learning

- Analyzed customer churn data using Python to identify behavioral trends and retention patterns.
- Performed feature engineering and predictive modeling, achieving approximately 90% model accuracy for churn prediction.
- Produced Power BI dashboards and visualizations to present insights for business decision-making.

Credit Card Consumption Analysis

Python, SQL, Excel

- Constructed predictive models to forecast customer credit card usage behavior across 100,000+ transactions.
- Executed data cleaning, preprocessing, and outlier treatment to improve model performance.
- Created interactive dashboards and reports to support strategic business decisions.

EDUCATION

Bachelor of Technology

Jan 2017 – Jan 2021

Pacific Institute of Technology, Udaipur, Rajasthan, India | GPA: 7.8

CERTIFICATIONS

Data Science 360 — AnalytixLabs

- Completed hands-on training and real-world projects in Python, SQL, Machine Learning, Data Visualization, and Predictive Analytics.