

GUNAL K

Data Analyst · Business Intelligence & KPI Reporting

Bengaluru, India | +91 7418096065 | gunalkrish8@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

Data Analyst skilled in SQL, Python, Power BI, Excel, KPI reporting, business intelligence, and data quality analysis. Experienced in analysing 3.5M+ transaction records, building automated reporting solutions, and delivering business insights that support operational and strategic decision-making. Proficient in data governance, data validation and reconciliation, ETL processes, and data warehousing concepts, with working familiarity in cloud-based analytics workflows including GCP BigQuery. Built DataSpeak — an AI-powered analytics platform that automates dataset profiling, anomaly detection, and KPI-driven performance reporting from raw data. Strong cross-functional collaborator across operations, finance, sales, and marketing teams.

TECHNICAL SKILLS

Languages & Querying: SQL (CTEs, Window Functions, Subqueries), Python (Pandas, NumPy, Scikit-learn, XGBoost) | **BI & Visualization:** Power BI (DAX, Power Query, Data Modelling), Tableau, Business Intelligence Dashboards | **Excel:** Pivot Tables, XLOOKUP, Power Query, Dashboarding, Data Cleaning | **Data Engineering:** ETL Pipelines, Relational Databases, Data Warehousing Concepts, Data Cleaning | **Quality & Governance:** Data Governance, Data Quality Management, Data Validation & Reconciliation, Statistical Analysis, Anomaly Detection | **Reporting:** KPI Monitoring & Performance Reporting, Ad-Hoc & Recurring Reports | **Cloud & Tools:** GCP BigQuery (familiar), Git & GitHub, Streamlit

CORE CAPABILITIES

Data Analysis & Reporting

- › Data Collection, Cleaning, Validation & Analysis
- › KPI Monitoring & Performance Reporting
- › Recurring & Ad-Hoc Stakeholder Reports
- › Business Intelligence Dashboards & Visualization
- › Trend Identification & Actionable Insights

Data Management & Quality

- › Data Governance & Documentation Initiatives
- › Data Quality Management & Reconciliation
- › ETL Pipelines, Databases & Data Warehousing
- › Data Migration, Integration & Validation
- › Cross-Functional Stakeholder Collaboration

KEY ANALYTICAL PROJECTS

Payment Channel Performance & Revenue Leakage Analysis

SQL · Python · Power BI [Case Study ↗](#)

- Collected, cleaned, validated, and analysed 3.5M+ transaction records across payment channels, gateways, and time windows — identifying operational inefficiencies and revenue risk exposure.
- Applied data governance and data validation & reconciliation practices through SQL segmentation and cross-dimensional checks to resolve data discrepancies and ensure reporting accuracy.
- Developed Power BI dashboard monitoring KPIs including failure rate, revenue leakage, gateway performance, and channel response rates — translating data into actionable business insights.
- Identified peak-hour failure rate KPI spikes of 15.59% vs 6% off-peak through trend analysis — surfacing time-based performance patterns with direct optimisation recommendations.
- Discovered UPI channel failure rates significantly exceeded card payments (11.63% vs 7.79%) — segmentation finding that informed channel reallocation strategy and identified ₹4.84M recoverable revenue.

Customer Engagement Analytics & Churn Risk Prediction

Python · XGBoost · Scikit-learn [Case Study ↗](#)

- Built customer engagement analytics system using behavioural indicators from 1,701 activity records — structured to evaluate KPI performance and identify disengagement patterns early.
- Engineered 15+ behavioural features and evaluated multiple classification models using structured cross-validation — documented model assumptions and performance benchmarks for governance review.
- XGBoost model achieved 90.3% accuracy and AUC 0.978, improving 22 percentage points over 68% baseline — performance documented to support data-driven retention decisions.
- Identified Day 3 engagement decline as the critical intervention KPI — actionable insight translated into retention recommendations for non-technical stakeholders.

Marketing Attribution & Business Intelligence Analysis

Python · SQL · Pandas [Case Study ↗](#)

- Analysed 2,847 customer journeys across digital channels to evaluate attribution distortion — identifying where reporting methodology created systematic risk of misallocated budget.
- Compared Last-Click, First-Click, Linear, and U-Shaped attribution frameworks — documented methodology differences and analytical assumptions for stakeholder reporting.
- Identified Instagram as materially undervalued despite contributing to 65% of first-touch interactions — business intelligence insight with direct budget optimisation impact.
- Recommended structured channel reallocation strategy projected to improve ROAS by 2.3× — presented across stakeholder groups using summary reports and visual dashboards.

DataSpeak — AI-Powered Analytics & KPI Reporting Platform

Python · Streamlit · Groq API · Llama 3.3 [Live Tool ↗](#)

- Independently designed and built DataSpeak — a production business intelligence platform that automates dataset profiling, statistical anomaly detection, and KPI report generation from raw CSV data.
- Implemented Z-score based anomaly detection, trend analysis, and automated insight categorisation — surfacing KPI performance gaps and revenue risks in under 30 seconds.
- Tested on 116,571 transaction records: automatically identified 9.8% failure rate, ₹4.84M revenue at risk, and peak-hour KPI concentration. Deployed publicly on Streamlit Cloud with full documentation — demonstrating end-to-end ownership from data collection to stakeholder-ready dashboards.

PROFESSIONAL EXPERIENCE

AI-Powered Data Analysis Intern

Sep 2025 – Oct 2025 | Remote

Excelerate

- Recognised as Star Performer for analytical delivery quality and structured KPI reporting — consistent delivery of performance dashboards in remote asynchronous team environment.
- Built predictive customer engagement workflows using Python and Power BI — applied feature engineering, model validation, and cross-validation to derive actionable business insights.
- Documented 10+ analytical workflows and validation procedures — maintained clear written updates aligned with data governance and knowledge-sharing standards.
- Presented analytical outputs across multiple stakeholder groups using Power BI dashboards and summary reports — translating findings into business recommendations.

Data Science Intern

Jul 2025 – Aug 2025 | Remote

SmartED Innovations

- Built ETL pipelines and performed structured exploratory data analysis using Python and SQL — including data collection, data preparation, quality validation, and transformation for relational database reporting.
- Developed Power BI dashboards supporting KPI visibility and operational reporting — maintained dashboard accuracy, data integrity, and documentation across monthly reporting cycles.
- Collaborated with business and marketing stakeholders to gather reporting requirements and organise analytical outputs — supporting data-driven decision-making across management teams.

AI / ML Intern

Jun 2025 – Jul 2025 | Remote

IBM SkillsBuild

- Developed regression models achieving 87% predictive accuracy through feature importance analysis, hyperparameter tuning, and structured quantitative model evaluation.
- Performed data collection, data preparation, cleaning, preprocessing, validation, and model documentation — maintaining a clear analytical audit trail and data quality record throughout.
- Documented workflows clearly and communicated analytical findings to programme stakeholders — structured reporting aligned with data governance and transparency standards.

EDUCATION

Bachelor of Engineering

2022 – 2026

Sri Sairam Institute of Technology, Chennai, India

CGPA: 7.5

CERTIFICATIONS

- › Google — Advanced Data Analytics ↗
 - › Google / Coursera — Data Science ↗
 - › Infosys — 18+ AI & ML Certifications ↗
 - › Udemy — Data Visualization in Tableau ↗
- › IBM — AI Fundamentals ↗
 - › HP LIFE — Data Science & Analytics ↗
 - › Tata / Forage — GenAI Analytics ↗

ADDITIONAL INFORMATION

- Business intelligence mindset — translates complex data into clear KPI-driven insights that operations, finance, sales, and marketing teams can act on immediately.
- Strong written and verbal communication — analytical outputs documented with clear assumptions, limitations, and stakeholder-ready summaries across multiple business groups.
- High learning agility — proactively adopted emerging analytics technologies including LLM-powered tooling, AI workflows, GCP BigQuery, and automated reporting in independent projects.
- Comfortable managing independent analytical workflows in fast-paced environments — disciplined self-management with consistent delivery quality and transparent progress communication.
- Based in Bengaluru — available immediately for in-person roles within the city.