

RAHUL RATUSARIA

Data Analyst · Business Analyst · Business Intelligence Engineer

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EXPERIENCE

Indian Political Action Committee (I-PAC)

Sep 2022 – Present

Senior Data Analyst

Hyderabad, IN

- Engineered and automated **end-to-end analytics and BI solutions** using **Python, SQL, Power BI, Excel/VBA, QGIS and Dash** for large-scale survey datasets across **8 states**, reducing project turnaround time by **33%** and manual reporting effort by **80%**.
- Performed **exploratory data analysis (EDA)**, **segmentation and statistical analysis** across **17+ demographic and behavioral profiles**, identifying **cross-variable dependencies** and translating complex datasets into **actionable insights** for targeting and decision-making.
- Created a **target-group identification and behavioral segmentation model** to identify high-impact voter cohorts, contributing to a **12–13% vote share gain** and **30–40 additional seats** through data-driven targeting.
- Developed **statistical simulation and forecasting models** to evaluate vote-share, seat-share, and alliance scenarios with a **2.5% margin of error**, enabling leadership to perform scenario analysis and data-driven seat allocation.
- Implemented an **NLP text-classification pipeline** using **multilingual BERT and Python** to automate categorization of unstructured multilingual survey responses, eliminating dependency on **4 manual resources** and reducing analysis turnaround from **3–4 days to a few hours**.
- Developed a **LangGraph-based GenAI** workflow to automate insight extraction across **60+ reports/month**, saving **120–180 analyst hours monthly** and enabling reporting for a **9-member Survey Analytics team**.

Amazon

Jan 2022 – Jun 2022

Business Intelligence Engineer Intern

Remote (Hyderabad, IN)

- Analyzed **3 years of large-scale equipment maintenance data** using **SQL and Python** to optimize preventive maintenance scheduling and labor allocation, contributing to approximately **\$300M in operating-cost reduction** across fulfillment operations and lower maintenance labor hours.
- Designed and optimized complex **SQL queries and Python-based ETL workflows** to extract, clean, transform and validate operational data, creating reliable **analysis-ready datasets** for business intelligence and reporting.
- Created **2 end-to-end Amazon QuickSight** dashboards by integrating, transforming, and modeling data from **Amazon S3 and Redshift tables** to track KPIs, analyze maintenance performance, monitor **cost-reduction metrics**, and support **data-driven decision-making**.
- Documented end-to-end **analytical processes, methodologies, key assumptions, business insights**, and **final recommendations**, ensuring clear communication and reproducibility of analysis for stakeholders.

PROJECT

End-to-End E-Commerce Analytics Platform — Microsoft Fabric, Power BI, PySpark ([Github Link](#))

- Architected an end-to-end **Microsoft Fabric Medallion Architecture (Bronze/Silver/Gold)** analytics platform for **100K e-commerce orders across 9 source datasets**, using **PySpark, Delta Lake, OneLake/Lakehouse**, **data quality validation**, and **automated Fabric Data Pipelines**.
- Designed a **Gold-layer star schema with 4 dimensions and 3 fact tables**, **Direct Lake semantic model**, and **5-page Power BI dashboard** covering sales, customer, payment and operational KPIs using **DAX and Power Query**.

SKILLS

- Data Analytics & Programming:** Python, PySpark, SQL, R, VBA, Advanced Excel, Statistical Analysis, EDA, Regex
- Business Intelligence:** Power BI, DAX, Power Query, Microsoft Fabric, Amazon QuickSight, Dash, Streamlit, QGIS, KPI Reporting, Data Visualization, Stakeholder Reporting, Business Analytics
- Data Engineering:** ETL, Data Pipelines, Data Modeling, Data Transformation, Data Cleaning, Data Validation, Data Quality, Reporting Automation
- Cloud & Databases:** AWS (S3, Redshift, Lambda, EC2), Google Cloud Platform (GCP)

EDUCATION

Bachelor of Technology (B.Tech), Computer Science Engineering – Lateral Entry

2018 – 2022

Maharaja Agrasen Institute of Technology, Rohini, New Delhi

CGPA: 9.18/10

Diploma, Computer Science Engineering

2017 – 2019

Government Polytechnic Sirsa

Percentage: 83.11%