

Bhawna Kaushik

Data Analyst

9818457165 | bhawnakaushik430@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

SUMMARY

Data Analyst who turns raw data into decisions recruiters can act on same week — SQL and Power BI/DAX for operational KPI tracking, and primary-research-to-GTM-recommendation work (survey analysis, segmentation, pricing and channel strategy) for consumer-facing product and marketing calls. Automated 70–80% of recurring analyst workflows using Python and n8n, freeing time for the analysis that actually moves a business decision.

EXPERIENCE

PurpleMerit Technologies

Mar 2026 – Present

Data Analyst Intern

India

- Automated 70–80% of recurring reporting and data-pull tasks by building Python and n8n workflows orchestrated through Claude Code, cutting manual turnaround time and freeing capacity for higher-value analysis.
- Wrote and maintained SQL pipelines covering 3,095+ suppliers across e-commerce and geospatial datasets, feeding stakeholder-facing dashboards used for delivery and supplier-performance decisions.
- Built an LLM/RAG-based BI agent (LangChain, FAISS) so non-technical stakeholders could query business data in natural language, reducing dependency on ad-hoc SQL requests.

AtliQ Technologies

Jan 2026 – Mar 2026

Data Analyst Intern

India

- Ran SQL and Excel-based data-quality health checks across 100,000+ records weekly, catching errors before they reached KPI reporting.
- Automated recurring report generation using Python and Google Apps Script, reducing manual reporting effort for the team.

PROJECTS

Beats by Dre — Wireless Speaker Market Study | *Consumer Research & GTM Strategy*

[LINK](#) | Jun 2026

- Leadership needed an evidence-backed answer on whether to launch a new premium speaker into a \$46B wireless-audio market — analyzed a primary consumer survey of 3,653 respondents across product features, pricing, and purchase drivers to separate real demand from category hype.
- Found sound quality ranked the #1 purchase driver (avg. importance 3.42, ahead of durability, design, battery life, connectivity, and price) and that only 20.9% of existing owners were near-term buyers — reframing the opportunity as a focused premium play, not a mass-market launch.
- Recommended a \$100–200 retail-led go-to-market strategy over an ad-led launch, since advertising ranked last (2.69/5) among purchase drivers behind price and brand reputation; presented the recommendation in a CEO-style decision deck.

AtliQ Mart — Supply Chain & Delivery Performance Dashboard | *SQL, Power BI, DAX*

[LINK](#) | Apr 2026

- An FMCG manufacturer’s supply chain team had no product-level visibility into delivery performance — built a Power BI dashboard using DAX (CALCULATE, FILTER, SUMMARIZE, RANKX, time-intelligence: DATEADD, SAMEPERIODLASTYEAR) to standardize 3 core KPIs (OTIF%, VOFR%, LIFR%) down to the product level.
- Surfaced an OTIF gap of 29.02% actual vs. a 65.91% target — a shortfall of nearly 37 percentage points — with a product-level matrix and city-wise non-delivery breakdown pinpointing exactly where it originated.
- Delivered an order-quantity vs. delivery-quantity tradeoff view by product category, giving the team a prioritized starting point for fulfillment fixes instead of an aggregate number.

SKILLS

SQL: CTEs, window functions, joins, query optimization (hands-on PostgreSQL)

Power BI: DAX (CALCULATE, FILTER, SUMMARIZE, RANKX, time-intelligence), Power Query, data modeling

Python: pandas, scikit-learn, automation scripting

Automation: n8n, Claude Code, Google Apps Script

Analytics: Excel (advanced), Metabase (familiar), consumer-survey and segmentation analysis

Domain Metrics: GMV, AOV, CAC, OTIF%, RFM, LTV:CAC, SLA breach rate

EDUCATION

Manav Rachna University

New Delhi

MBA, Business Analytics & Intelligence (In Progress)

University of Delhi

New Delhi

B.A. Programme (Geography)

AWARDS & CERTIFICATIONS

Top 5% on HackerRank SQL (Top 150 of 3,000+ participants)

Google Data Analytics Certificate

TATA Virtual Internship — Data Visualization