

KAUSHAL CHAUDHARY

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SUMMARY

Data Analyst with a technical foundation in software engineering, specializing in SQL, Tableau, and business intelligence. Experienced in building executive dashboards, modeling KPIs, conducting cohort and retention analysis, and translating large datasets into strategic insights. Proven track record of quantifying revenue impact, identifying churn drivers, and delivering data-driven recommendations. Engineering background enables end-to-end ownership from data extraction to polished, interactive dashboard delivery.

SKILLS

- Analytics & BI:** SQL (Window Functions, CTEs, Aggregations, Subqueries), Tableau, Power BI, MS Excel, Data Visualization, KPI Modeling, Cohort Analysis, Retention Analysis, Churn Analysis, Funnel Analysis, CLV Analysis, Business Intelligence, Executive Dashboard Design.
- Programming:** Python (Pandas, NumPy), JavaScript (ES6+), TypeScript, REST APIs.
- Frontend:** React.js, Next.js, HTML, CSS, Tailwind CSS.
- Tools & Practices:** Git, Excel, Postman, Chrome DevTools, Ahrefs, Google PageSpeed Insights, Agile/Scrum, Data Storytelling.

WORK EXPERIENCE

SDE Intern (Frontend) – Swift Bangalore, India Feb 2026 – Apr 2026

- Diagnosed and resolved UI and API integration issues across OMS modules by analyzing system logs and error patterns, reducing recurring production bugs by ~20–25% and improving overall system stability.
- Designed an internal NDR calling interface supporting single and bulk operations, improving operational task efficiency by ~25% through workflow consolidation.
- Tracked and reported onboarding flow performance metrics, identifying redundancies and refactoring components to decrease code duplication by ~40%.

Frontend Developer – Raze Bangalore, India May 2025 – Nov 2025

- Monitored and analyzed Core Web Vitals and page performance data using Chrome DevTools and PageSpeed Insights, driving optimizations that reduced page load times by 30%.
- Led SEO data analysis across 3 websites using Ahrefs audit reports, interpreting technical scores and traffic metrics to achieve 95+ SEO scores and 20% organic traffic growth.
- Analyzed content team workflows and integrated Strapi Headless CMS, enabling teams to manage product data 50% faster without engineering dependency.
- Tracked development efficiency metrics post component-library rollout, quantifying a 35% improvement in development velocity.

Frontend Developer – Freelance Remote, India Sept 2024 – Apr 2025

- Conducted SEO and performance audits using Ahrefs and Google PageSpeed Insights across client sites, improving search visibility by 30% and overall scores by 25%.
- Measured and reported user engagement metrics post-delivery, achieving 35% improvement in user engagement and 20% increase in session duration.
- Analyzed cross-browser and mobile traffic data, implementing responsive design fixes that drove a 20% increase in mobile user traffic.

PROJECTS

CRM Sales Pipeline & Performance Executive Dashboard [Tableau Public](#)

Analyzed enterprise CRM pipeline data (\$8.68M revenue) to model deal win rates (63.07%), average deal size (\$2,475), and sales cycle velocity (48.45 days). Built an interactive Tableau executive dashboard with regional office diagnostics, quarterly revenue trends, pipeline funnel bottleneck analysis, and product series revenue breakdowns.

Airline Loyalty Executive Dashboard: Regional Churn & Member Retention [Tableau Public](#)

Engineered a customer retention model across 16,737 profiles and 391K+ flight transactions. Quantified \$16.8M CLV revenue at risk, identified a 2.4x higher churn rate in promotional signups, and surfaced geographic churn hotspots. Delivered interactive dashboards with seasonal flight volume trends (2017–2018), regional churn maps, and loyalty tier retention matrices.

EDUCATION

Bachelor of Arts (Computer Applications) Sep 2021 – Oct 2024
Devi Ahilya Vishwavidyalaya (DAVV), Indore, India (CGPA: 7.7/10)