

Parth Badiger

Data Analyst | Business Analyst | Business Intelligence Analyst
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LinkedIn | GitHub | Portfolio

Professional Summary

MSc Business Analytics graduate with a strong foundation in computer programming, BI and visualization, and advanced analytics methods. Developed customer segmentation models, delivered data-driven recommendations, and built interactive dashboards that reduced stakeholder reporting preparation time by 40%. Implemented data validation checks during ETL and improved operational efficiency by 15%. Accomplished in using Python, SQL, Power BI, Tableau, and Google Data Studio, with an MSc in Business Analytics and multiple industry certifications.

Skills

Programming and Databases: Python, SQL, MySQL, Google BigQuery, R, Pandas, NumPy, scikit-learn, joins, common table expressions (CTEs), window functions

BI and Visualization: Power BI, DAX, Tableau, Google Data Studio, Excel, PivotTables, VLOOKUP, Excel Solver, data visualization, KPI reporting

Analytics and Modeling: Data cleaning, ETL, data validation, data profiling, data modeling, regression, classification, clustering, hypothesis testing, XGBoost, Random Forest, PyTorch, Hugging Face, RoBERTa, linear programming, sensitivity analysis, customer segmentation, market research, requirements gathering, stakeholder communication, Agile methodology

Experience

Bajaj Auto

Apr 2023 – May 2023

Market Research Analyst Intern

Karnataka, India

- Developed customer segmentation models using cluster and conjoint analysis across 200+ survey respondents, identifying three behavioral profiles for targeted campaign planning.
- Delivered data-driven recommendations contributing to a 25% uplift in targeted campaign conversion and presented projected marketing ROI to senior stakeholders for Q4 budget allocation.

Infiniti Retail (Croma)

Nov 2022 – Dec 2022

Retail Analyst Intern

Karnataka, India

- Built interactive Power BI and Google Data Studio dashboards for sales KPIs, customer trends, and operational reporting, reducing stakeholder reporting preparation time by approximately 40%.
- Implemented ETL data-validation checks for dashboard accuracy; analyzed customer perception data, identified trends and anomalies, and delivered three recommendations aligned with operational KPIs, contributing to a 15% efficiency improvement.

Projects

Business Intelligence Dashboards

2026

Python, SQL, MySQL, Power BI, DAX, Tableau / **GitHub: TheLook** / **GitHub: Tableau**

- Built a Power BI dashboard with 15+ DAX measures for revenue, gross margin, return rate, and inventory aging; analyzed 125K orders and identified \$1.2M in dead stock.
- Built a Tableau dashboard analyzing \$186M+ in revenue and \$77.7M in profit across 64 sales representatives, with category, regional, and discount-versus-margin drill-downs.

NLP Sentiment Analysis

2025

Python, PyTorch, Hugging Face, RoBERTa / **GitHub**

- Fine-tuned a RoBERTa transformer on IMDb reviews using Python and achieved 88.5% sentiment-classification accuracy, outperforming Logistic Regression and Naive Bayes baselines by 12 percentage points.

Car Price Prediction Model

2025

Python, XGBoost, Random Forest, scikit-learn / **GitHub**

- Developed and compared XGBoost and Random Forest regression models in Python on 10,000 used-car listings; engineered 15+ features, achieved an R^2 of 0.97 on held-out data, and analyzed feature importance.

Blue City FC Ticket Revenue Optimization

2025

Excel Solver, Linear Programming, Sensitivity Analysis / **GitHub**

- Built a linear-programming model to optimize ticket mix under seating, demand, and promotional-inventory constraints; used shadow-price and sensitivity analysis to identify a £4.85M revenue solution under $\pm 10\%$ demand scenarios.

Education

University of Exeter

2025 – 2026

MSc Business Analytics, Pass; India Global Leaders Scholarship

Exeter, United Kingdom

K.L.E. College of Business Administration

2020 – 2024

Bachelor of Business Administration in Business Analytics

Belagavi, India

CGPA: 7.68/10

Certifications

Business Analytics with AI Training — IITM Pravartak Online Learning / Internshala Training, Aug 2026; 92% final assessment score

Deloitte Data Analytics Job Simulation — Deloitte / Forage, 2026 | **Agile Methodology** — HP LIFE / HP, 2026

Certified Python Proficiency — ExCode Exeter, 2025 | **Google Data Studio** — Google, 2023 | **Google Analytics** — Google, 2023