

KURIAN ABRAHAM K P

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Your Next Data Analyst

Data Analyst with 4+ years of experience delivering business intelligence and analytical solutions in E-Commerce and Marketing Analytics. Expert in transforming complex sales, product, customer, and campaign data into actionable insights using SQL, Power BI, and Excel, with additional experience in Tableau and Python. Developed interactive, KPI-driven dashboards for sales performance, product demand, customer purchase trends, and campaign effectiveness across fashion, food, and gadget categories, and automated reporting and ETL processes to accelerate decision cycles. Advanced DAX expertise (CALCULATE, DIVIDE, SUMX, AVERAGEX, FILTER, ALL, DATEDIFF) applied to ratio KPIs and aging analysis, driving clearer revenue and product performance visibility to inform strategic business decisions.

SKILLS

- **Skills:** SQL, Microsoft Power BI, Tableau, Python, Power Query, Dax, JIRA, GitHub, Microsoft Excel, PyODBC, SQL Alchemy, Amazon Redshift
- **Languages:** English: Proficient, Tamil: Native, Malayalam: Intermediate

EXPERIENCE

Data Analyst

Jun 2022 - Present

AastraZen Technologies Pvt. Ltd | Chennai, India

- Supported e-commerce business teams by developing dashboards to monitor sales performance, product demand, and customer purchase trends across fashion, food, and gadget product categories.
- product performance to support operational and business decisions.
- transactional datasets and build interactive dashboards.
- trends, helping business teams optimize marketing strategies and improve ROI.
- (CPA), return on marketing investment (ROMI), and revenue contribution to support data-driven campaign decisions.
- performance, audience engagement, lead conversion trends, and channel-wise effectiveness, enabling better targeting and budget allocation.
- submission, adjudication, denial management, payment posting, and collections, helping business teams improve reimbursement visibility and reduce revenue leakage.

PROJECTS

Product Sales and Revenue Analytics

- performing products, revenue driving items, and category wise sales contribution.
- Developed interactive Microsoft Power BI dashboards to monitor KPIs such as total sales, gross revenue, net revenue, total orders, Units Sold, average order value (AOV), and order volume trends.
- Built dashboards to track month over month (MoM) and year over year (YoY) sales growth %, revenue growth rate, order growth trends, and product demand fluctuations.
- support pricing and assortment decisions.
- support supply and inventory planning.
- evaluate campaign and pricing effectiveness.
- rate, basket size, items per order, cart-to-checkout conversion rate, and order fulfillment rate.
- success rate, on-time delivery %, and customer complaint trends.

Marketing Campaign Analytics

- validate datasets required for reporting and performance tracking.
- through rate, customer acquisition, and revenue impact.
- consistency before dashboard integration.
- extraction, transformation, and final visualization for business consumption.
- system, ensuring proper tracking, prioritization, and documentation of deliverables.
- Power BI dashboards.

Claims & RCM Analytics Dashboard

- Pass Resolution Rate (FPRR), Net Collection Rate (NCR), Denial Rate, Clean Claim Rate, Payment to-Charge Ratio, and Average Days in A/R across the complete claims lifecycle.
- Created advanced DAX measures using functions like CALCULATE(), DIVIDE(), SUMX(), AVERAGEX(), FILTER(), ALL(), and DATEDIFF() to build ratio-based KPIs, aging analysis, reimbursement trends, and denial percentage calculations.
- dimension relationships, calculated columns, measures, and incremental refresh techniques to improve dashboard performance and scalability.
- applying joins, CTEs, window functions, data cleansing, and claim status mapping for accurate reporting and reconciliation.

EDUCATION

Bachelor of Science | Popes College, Thoothukudi, India

Jan 2019 - Apr 2022

Developed foundational skills in statistical reasoning and problem-solving through undergraduate coursework, supporting practical experience in SQL, Excel, and data visualization tools.