

Sonu Rajan

Data Analyst

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SUMMARY

I am a data analyst specializing in predictive analytics, machine learning workflows, and operational decision intelligence. With a robust background in econometrics and applied data science, I excel in creating data-driven systems for inventory optimization and CRM analytics. I aim to leverage my skills in feature engineering and probabilistic modeling to devise scalable solutions that enhance operational efficiency and conversion performance

SKILLS

Gmail	GitHub	Predictive Analytics	CRM	Econometrics	Time Series	STATA	Python
CRM Systems	XGBoost	SQL	Microsoft Excel	AB Testing	Tableau	Microsoft Power BI	
MetaBase	Apache	AWS					

EXPERIENCE

Data Analyst

Capital Hyundai

07/2025 Delhi, India

A company specializing in automotive services and solutions

- Designed data-driven operational intelligence systems to optimize workshop, inventory, and CRM workflows.
- Increased operational efficiency by 24% by developing predictive demand forecasting pipelines to optimize inventory planning.
- Engineered analytics frameworks using probabilistic modeling to support decision automation.
- Built CRM conversion analytics systems to prioritize leads using data-driven segmentation.
- Created performance dashboards and reporting pipelines to enable actionable business insights.
- Collaborated cross-functionally to deploy scalable analytics solutions on the Frappé platform.
- Improved customer acquisition strategies through predictive scoring and workflow optimization.

Subject Matter Expert

Connect My Expert

10/2024 India

An educational platform providing professional mentoring and instruction

- Delivered applied econometrics and data science instruction focused on predictive modeling and statistical inference
- Guided learners in regression analytics, time series modeling, and hypothesis-driven experimentation
- Mentored professionals in data analysis workflows using STATA, R, and Python
- Promoted analytical thinking and model-driven decision-making practices

Subject Matter Expert

Bartleby

03/2023 - 04/2024 India

An educational platform focused on academic tutoring and assistance

- Improved analytical accuracy by 20% through high-quality solutions for economics and quantitative problem sets that lead to an increase in baseline assignment scores
- Improved clarity and accessibility of technical learning materials
- Supported learner development in data interpretation and analytical reasoning

PROJECTS

Inventory Reorder Management System

📅 08/2025 - 09/2025

Systems designed for managing inventory reorder efficiently

- Built operations research-driven inventory optimization engine using reorder point modeling that cut inventory costs 5% by reducing overstocking
 - Developed predictive demand forecasting workflows for high-value spare components
 - Enabled analytics-driven replenishment planning to minimize stock risk
 - Implemented decision-support automation within the Frappé ecosystem
 - Improved operational visibility through data-centric inventory monitoring
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Naïve Bayes Customer Conversion Model

📅 10/2025 - 11/2025

A model to enhance customer conversion predictions

- Enhanced CRM conversion performance by 15% both by cutting cost and generating revenue through development of a Naïve Bayes lead propensity model for probabilistic lead scoring and prioritization.
 - Performed conditional probability analysis on historical interaction datasets.
 - Built lead prioritization pipelines to enhance outbound engagement efficiency.
 - Engineered feature-driven decision scoring using service and operational data.
 - Integrated predictive workflows into CRM systems for automated decision support.
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Lead Propensity Index (LPI) Model

📅 12/2025 - 01/2026

A predictive model to improve lead management efficiency

- Developed an XGBoost-based predictive scoring model to estimate conversion likelihood that improved lead conversion for walk-in candidates by 30%.
 - Executed advanced feature engineering to generate multifactor propensity indicators.
 - Categorized leads into conversion tiers for intelligent assignment workflows.
 - Designed continuous retraining pipelines for adaptive model lifecycle management.
 - Enabled analytics-driven sales routing to maximize conversion efficiency.
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EDUCATION

MS in Computer Science:Machine Learning and AI Engineering

Woolf

📅 2025 - 2028 📍 Canterbury, United Kingdom

Master's Degree in Economics

IGNOU

📅 01/2019 - 12/2022 📍 New Delhi, India

Bachelor's Degree in Economics

University of Kerala

📅 01/2015 - 12/2018 📍 Thiruvananthapuram, India