

# KONARK PARIHAR

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BUSINESS ANALYST | DATA-DRIVEN INSIGHTS | PROCESS OPTIMIZATION

## PROFESSIONAL SUMMARY

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Data Analyst & Business Intelligence Specialist with a Commerce background and proven corporate experience in operational efficiency. Expert in leveraging Generative AI and Automated Workflows to accelerate SQL and Python development, delivering business insights 3x faster than traditional methods. Specialized in building end-to-end data pipelines from source information into actionable Power BI dashboards. Proficient in transforming complex business requirements into data-driven solutions. Seeking a Business Analyst role to optimize business processes and translate stakeholder requirements into actionable data solutions using SQL, Python, and Power BI.

## TECHNICAL SKILLS

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- **Data Visualization & BI:** UI/UX Design in Power BI, DAX, Advanced Excel (VBA/Macros), Data Storytelling
- **Data Processing:** SQL Query Optimization, Python (Pandas, NumPy)
- **AI & Automation:** Automated Reporting, Generative AI, AI-Assisted Development, Automated Data Processing
- **Tools & Platforms:** ETL Pipelines, API Integration, Real-Time Data Processing

## PROFESSIONAL EXPERIENCE

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**Analyst (AI Data Annotation)** | Innodata Inc., Noida (Remote) | *January 2026 – Present*

- **Multi-Modal Prompt Engineering:** Engineered and refined complex prompts across diverse AI models (text, image, audio, and video), evaluating generated outputs to enhance accuracy, logical coherence, and use-case alignment.
- **Comparative Model Analysis:** Conducted rigorous comparative evaluations and A/B testing of AI-generated content, resolving factual inconsistencies, syntax errors, and structural issues to improve overall model performance.
- **Process Standardization & Training:** Mentored team members by teaching complex annotation workflows, translating safety standards and ethical guidelines into clear, actionable operating procedures.
- **Performance & Quality Assurance:** Validated high-quality training datasets while consistently achieving daily volume KPIs, providing structured feedback to accelerate iterative model training cycles.
- **Quality Metrics:** Achieved an average quality score of 3.29/4.00, surpassing the target benchmark of 2.00 by over 64%, as independently verified by senior QA reviewers across multi-modal annotation tasks.

**Claims Analyst** | Xceedance Consulting India Pvt. Ltd., Noida | *July 2023 – February 2024*

- **Data Quality Assurance:** Managed a database of 15,000+ provider records by implementing rigorous validation checks in Excel, ensuring 100% accuracy and zero compliance errors for sensitive client records.
- **Process Optimization:** Processed 15,000+ healthcare records through an end-to-end data pipeline (cleaning, sorting, transformation), reducing manual data entry errors by 35%.
- **Analytical Reporting:** Designed and maintained daily performance trackers to monitor claims processing metrics, identifying bottlenecks that led to a production surplus consistently exceeding daily targets by 15%.
- **Domain Application:** Rapidly mastered complex claim workflows to translate business requirements into structured validation logic, ensuring accurate categorization and efficient processing.

**Marketing & Sales Trainee** | IFortis Corporate | *May 2021 – July 2021*

- **Market Segmentation:** Conducted market segmentation analysis across 5+ customer segments, refining targeting strategies that increased campaign precision by 30%.

- **Campaign Optimization:** Aligned promotional programs with corporate objectives by optimizing sales funnel metrics and structuring cold outreach workflows for seamless execution.
- **Sales Operations:** Drove organizational sales volume growth by executing targeted marketing initiatives while maintaining high operational efficiency across assigned projects.

## KEY PROJECTS

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### Executive & Operational Intelligence Platform | *Power BI, Python, DAX*

- **Dashboard Architecture:** Designed a dual-layer analytics dashboard system providing executive-level summaries along with a separate operational insights view.
- **Data Engineering:** Built complex SQL queries for data aggregation and transformation across multiple dimensional hierarchies.
- **Analytical Modeling:** Created DAX measures for profit margin analysis, geographic performance tracking, and operational metrics.
- **Statistical Analysis:** Implemented Scatter Plot regression analysis to identify high-volume/low-margin products, helping stakeholders isolate non-profitable SKUs.
- **Business Impact:** Supported data-driven decision-making through revenue decomposition, profitability analysis, and inventory optimization.

### Live Environmental Intelligence Dashboard | *Power BI, DAX, API*

- **Pipeline Engineering:** Engineered a live data ingestion pipeline by establishing a direct API connection in Power BI, enabling real-time environmental monitoring without manual data refreshes.
- **Data Transformation:** Performed data cleaning and transformation using advanced Generative-AI Power BI Query Editor and DAX functions.
- **UI/UX Design:** Developed a dark-mode UI with dynamic Action Cards that translate raw weather metrics into immediate safety recommendations (e.g., driving alerts based on visibility).
- **Technical Scope:** Demonstrated comprehensive Power BI capability spanning API connection, data cleaning, advanced DAX functions, and instant visualization.

### Professional Analytics Portfolio & Deployment Hub | *Next.js, Vercel, UI/UX Design*

- **Digital Architecture:** Designed and deployed a high-performance personal portfolio to serve as a centralized hub for interactive data products and technical case studies.
- **Web Deployment:** Leveraged Vercel for continuous deployment, ensuring 100% uptime and optimized performance for global accessibility.
- **Interactive Integration:** Engineered a seamless interface to host and showcase live Power BI dashboards, bridging the gap between raw data analysis and stakeholder-facing presentation.

## EDUCATION & CERTIFICATIONS

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### Certified Data Analyst | Ducat, Noida | *July 2024 – Nov 2025*

- **Data Lifecycle Mastery:** Completed intensive training; executed 50+ SQL queries, transformed 20+ Python scripts, and designed 5+ production Power BI dashboards covering multiple business metrics.
- **AI-Assisted Protocols:** Developed AI-assisted coding protocols reducing query development time by 40%, enabling 3x faster DAX formula creation and optimization of 10+ enterprise datasets.

### Bachelor of Commerce (Hons) | Amity University, Noida | *May 2019 – Nov 2022*

- **Major:** Accounting and Finance
- **CGPA:** 7.55/10.0