Ronak Harshad Lodha

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PROFILE

I do the analysis, the data engineering, and the data-science work — including the AI and ML end of it. Alongside that I carry the technical side of **pre-sales and solutions**: working out what's actually buildable for a client, designing the approach, and being the person who can defend it in the room. It's the combination I've been moving toward for four years. Analysis that nobody acts on is a hobby; a solution nobody can deliver is a slide. The useful place is in between.

SKILLS

Python | R | SQL | Data Analysis | Data Visualization | Machine Learning | Tableau | Google Big Query | Natural Language Processing (NLP) | Statistical Analysis | ETL Processes | Data Warehousing | Advanced Excel | Power BI | Google Analytics (GA4) | Google Tag Manager (GTM) | Looker Studio | MongoDB | Apache Airflow | Retail Analytics | Logistics Analytics

PROFESSIONAL EXPERIENCE

Iksula Aug 2026 – Present
Senior Data Analyst | Pre Sales & Solutions Mumbai, India

- Analysis, data engineering and applied AI/ML; technical pre-sales and solutions.
- Built a multi-tenant demand planning platform (FastAPI, React, Docker) from forecasting to production planning, with automated model selection and FVA tracking.
- Took a leakage-recovery demo to production on AWS, with a no-code contract-truth layer and 10 evaluators spanning 7 leakage scenarios.
- Scored 500 products on 11 SEO parameters against live SERP data: only 8.1% of non-branded keywords ranked top-3 vs 19.5% for smaller rivals — product data, not the site, was the constraint.

Quilytics Dec 2024 – Aug 2026
Data Analyst Mumbai, India

- Performed **Marketing Mix Modeling (MMM)** for multiple clients to measure channel effectiveness and optimize marketing spend.
- Designed and implemented **automation frameworks for budget pacing**, enabling proactive spend control and real-time visibility.
- Built **end-to-end data pipelines** to move data from source systems to analytical destinations, ensuring reliability, scalability, and data quality.
- Collaborated with stakeholders to translate business requirements into actionable analytical solutions and dashboards.

xWF – Google
Logistic Analyst (Client Project)

- Built new logistics metrics such as **On-Time Receiving (OTR)**, enabling better business alignment for Google's logistics teams.
- Led SQL based **query optimization and dashboard engineering, using BigQuery** for large scale datasets, improving dashboard performance by **~70%**, allowing near real-time data access.
- Implemented critical feature requests and metric enhancements to make dashboards more **intuitive and business-aligned**.
- Delivered rapid **ad-hoc analysis and bug resolution,** ensuring migration timelines stayed on track.
- Aligned metrics with **actual business goals**, replacing arbitrary operational KPIs.
- Played a key role in ensuring a **smooth migration and stable post-migration operations**.

Viral Fission

Sr. Business Intelligence Analyst Oct 2023 – Nov 2024
Mumbai, India

- Developed and implemented a user points system based on performance metrics, driving user engagement and retention.
- Utilized SQL for data querying and analysis, restructuring dashboards for enhanced visualization.
- Applied MongoDB for filtering, querying, and exporting data, using aggregation pipelines to unwind and transform data for deeper insights.
- Collaborated with cross-functional teams for requirement gathering and analysis, ensuring alignment with business objectives.
- Explored Google Analytics 4 (GA4) and Google Tag Manager (GTM), integrating insights into business strategies to improve the lead-to-customer journey.

Business Intelligence Analyst Jul 2022 – Oct 2023
Mumbai, India

- Led the implementation of a new points system to evaluate team performance, enhancing productivity and efficiency.
- Created dashboards for data visualization, identifying trends and insights to support decision-making processes.
- Utilized NLP techniques to analyze open-text survey responses, providing valuable insights for business strategy.
- Applied advanced Excel for data cleaning and preparation, analysis, visualization, statistical analysis, reporting, data modeling and integration, ensuring accurate and efficient data management.

Forsk Technologies May 2022 – Jul 2022
Data Science Intern Mumbai, India

- Participated in a comprehensive Data Science training and internship program, gaining hands-on experience in data analysis and machine learning techniques.

Self-Employed Aug 2021 – Oct 2021
Python Instructor Intern Mumbai, India

- Instructed three students from the UK on the fundamentals of Python, covering Pandas, NumPy, and Matplotlib.

Xume

Frontend Developer Intern Aug 2020 – Sep 2020
Mumbai, India

- Developed the company's website (frontend) with a team of 2.

Application Analyst Intern Mar 2020 – Apr 2020
Mumbai, India

- With a team of 3 worked as an application analyst for their app which was in beta version.

PROJECTS

A Text Analysis of Trump's Tweets Jun 2022 – Jun 2022

- Analyzed sentiment scores and word frequency patterns in 60,000+ tweets using R and NLP tools.

Stock-Price-Prediction Jun 2022 – Jun 2022

- Built ML models for predicting stock prices with 95% accuracy in short-term and 90% accuracy in long-term predictions.

PC Builder System Apr 2021 – Apr 2022
Demo, Associated with Bhavans College

- Developed an online tool for custom gaming rigs using HTML5, SCSS, JavaScript, PHP, and MySQL.

EDUCATION

BACHELOR OF SCIENCE-INFORMATION TECHNOLOGY, (BSc.IT) Jun 2019 – Apr 2022
Bhavans College Mumbai, India
8.58CGPA

Science, 12TH May 2018 – Apr 2019
NMFC Mumbai, India
60%

Diploma of Education, Web and Graphics Designing Jun 2018 – Sep 2018
E-Connect Computer Education Mumbai, India
A+ Grade

CBSE, 10TH May 2015 – Apr 2016
Ryan International School Mumbai, India
60%

CERTIFICATES

- Complete Machine Learning & Data Science Bootcamp
- R Programming For Absolute Beginners
- Microsoft Azure Architect technologies AZ 303