

Saphin Praja

Data Analyst — SQL • Python • Power BI

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SUMMARY

Junior Data Analyst with hands-on fintech experience building dashboards, automating data pipelines, and analyzing customer behavior using SQL, Python, and Power BI. Comfortable working across the full data lifecycle — from raw extraction to business-ready insights.

EXPERIENCE

Xuno — Data Analyst

February 2026 – Present

- Moved from a marketing-focused internship into a full data analyst role after picking up SQL and Python and finding I liked the data side of the work more.
- Built business analytics dashboards in Metabase, used by the team to track daily and weekly performance.
- Write Python scripts and Jupyter notebooks to clean and analyze data, turning raw numbers into insights the team can act on.
- Query and report on data from Mixpanel, CleverTap, Meta Business Suite, and internal company sources.
- Perform RFM segmentation and build customer profiles for each segment, supporting targeted marketing decisions.

Xuno — Digital Marketing & Data Analysis Intern

October 15, 2025 – January 15, 2026

- Started out reporting on marketing performance — Mixpanel for user behavior, CleverTap for email campaigns, Meta Business Suite for ad performance.
- Ran competitor and influencer research to track market activity and positioning.
- Handled reporting and documentation in Excel and Google Sheets alongside day-to-day analysis.
- Got curious about the data behind the marketing numbers, which led to learning SQL and Python on my own and eventually moving into the data analyst role above.

PROJECTS

FX Insights Automation — Python, Google Drive API, Slack API

- Built a Python script that runs daily at 3 PM, pulling FX rates, commodity prices, and market index data from a public source.
- Saves structured data as JSON to Google Drive via the Google Drive API, then posts a formatted daily summary to Slack via the Slack API — no manual checking needed.

Reddit Competitor & Remittance Monitor — Python, Slack API

- Built a monitoring script that scans Reddit every 15 minutes for posts or comments mentioning remittance services and competitor activity.
- Applies keyword and semantic matching to flag relevant discussion, then auto-sends alerts to a dedicated Slack channel for the team to review.

Note: both projects were built using company infrastructure at Xuno; code is not publicly linked, described here with real output shown in interviews on request.

SKILLS

Technical	SQL, Python (Pandas, NumPy, Matplotlib), Excel, Power BI, Google Sheets, Jupyter Notebook
Tools	Metabase, Mixpanel, CleverTap, Meta Business Suite, Google Drive API, Slack API
Domain	Customer profiling, RFM segmentation, competitor research, marketing performance analysis

EDUCATION

Bachelor in Computer Application (BCA)

CERTIFICATIONS

- HubSpot Academy — Content Marketing Certified (valid Dec 2025 – Jan 2028)
- HubSpot Academy — Digital Marketing Certified (valid Dec 2025 – Jan 2027)