GODWIN DAVIS

Business Data Analyst | Statistical Analysis | Data Visualization | Business Intelligence

godwindavis550@gmail.com | Bengaluru, Karnataka, India | linkedin.com/in/godwin-davis

PROFESSIONAL SUMMARY

Detail-oriented Business Data Analyst with a strong foundation in Statistics and Computer Science, experienced in transforming data into actionable business insights. Skilled in data analysis, business requirement interpretation, and decision-support reporting using Python (Pandas, SciPy, Statsmodels), SQL, and Power BI. Experienced in data cleaning, exploratory analysis, and statistical testing to identify trends and support strategic decision-making. Adept at problem-solving, stakeholder-focused analysis, and building data-driven dashboards to improve business performance and operational efficiency.

CORE COMPETENCIES

Data Analysis & Visualization • Statistical Modeling & Testing • Business Intelligence Reporting • Power BI & DAX • SQL & Database Querying • Python (Pandas, NumPy, SciPy, Statsmodels) • Microsoft Excel (Pivot Tables, Macros) • Requirements Gathering • Dashboard Development • Stakeholder Communication • Exploratory Data Analysis (EDA) • Forecasting & Trend Analysis • KPI Tracking • Data Cleaning & Preprocessing

PROFESSIONAL EXPERIENCE

Business Data Analyst | *Shades of Twosome*   Dec 2025 – Present

- Analyzed booking, revenue, and inquiry data to identify seasonal demand patterns and high-performing packages, enabling data-driven pricing decisions.
- Built interactive Excel and Power BI dashboards to track revenue performance, conversion rates, and customer segments across business units.
- Evaluated marketing channel effectiveness and package profitability to support promotional strategy and budget allocation.
- Delivered data-driven insights to improve demand forecasting and operational planning, reducing decision-making time for leadership.

Video Editor (Business Analyst Functions) | *Fusion Engineering Tech*   Jul 2025 – Nov 2025

- Gathered and clarified business requirements from internal stakeholders, translating them into structured project workflows aligned with objectives.
- Maintained clear stakeholder communication, incorporating feedback iteratively to ensure timely and accurate delivery of deliverables.
- Applied analytical thinking to optimize production processes and reduce rework through structured documentation and quality reviews.

Software Developer Intern | *Koncepts Lab*   Jun 2025 – Jul 2025

- Designed and developed responsive web applications using Laravel, PHP, HTML, and CSS following real-world project workflows.
- Collaborated with the development team to translate business requirements into functional application features, ensuring on-time delivery.
- Assisted in debugging, testing, and improving application functionality through structured analysis and problem-solving.

Freelance Video Editor | *Self-Employed*   Nov 2018 – Present

- Delivered high-quality video content using Adobe Premiere Pro and After Effects with strong focus on storytelling and visual consistency.
- Managed end-to-end client requirements, from brief interpretation to final delivery, meeting strict deadlines across multiple concurrent projects.

PROJECTS

Business Analysis: Client Gallery Platform Evaluation – Photography Business   Feb 2026
- Conducted a real-world business analysis for Shades of Twosome to evaluate whether developing a custom client gallery platform or adopting an existing SaaS solution (Pixieset) would be more effective.
- Analyzed the current AS-IS workflow for delivering wedding photo galleries, identifying inefficiencies in file sharing, client access, and gallery management.
- Documented a full Business Requirements Document (BRD) covering stakeholder analysis, project scope, AS-IS/TO-BE process modeling, functional and non-functional requirements, business rules, and data requirements.
- Performed cost-benefit analysis, risk assessment, and decision matrix evaluation to compare potential solutions and support strategic decision-making for the business owner.

Skills: Business Analysis, BRD, Stakeholder Requirement Analysis, Process Analysis, AS-IS/TO-BE Modeling, Cost-Benefit Analysis

AI Job Market Analysis   Mar 2026
- Analyzed 1,500 AI job listings using Python, SQL, and Power BI to explore salary trends, job demand, and geographic differences.
- Built an interactive Power BI dashboard highlighting top-paying countries, high-demand roles (e.g., LLM Engineer), education impact on salaries, and experience-level distribution.
- Applied statistical analysis using Pandas, NumPy, and SciPy to surface actionable workforce intelligence for career and hiring decisions.

Tools: Python, SQL, Power BI, Pandas, NumPy, SciPy, MySQL

Statian – Statistical Testing & Data Analytics Platform   Feb 2026
- Designed and built a full-stack statistical analysis web application using Streamlit, enabling structured data cleaning, EDA, and reporting within a guided 6-step workflow.
- Integrated 35+ statistical tests including parametric, non-parametric, chi-square, correlation, proportion, and regression tests.
- Developed a Test Recommender engine that suggests appropriate statistical tests based on data type, normality, and sample size.
- Built an automated insight engine generating plain-English interpretations of distributions, correlations, and hypothesis test results.

Tools: Python, Streamlit, Plotly, Pandas, Statistical Testing

Research Paper – Statistical Forecasting of Price Volatility & Consumer Behavior   Feb 2026
- Served as Main Author of a research paper presented at ICASDA 2026, focusing on statistical forecasting of price volatility and its impact on consumer demand behavior.
- Applied quantitative modeling to analyze price fluctuations, forecast market instability, and model demand shifts under volatile economic conditions.
- Co-authored with Megha Reji, Adithyan P, and Shalini Devra; demonstrated team management and research presentation skills.

Skills: Statistical Modeling, Quantitative Analysis, Research & Presentation

Road Accident Risk Factor Detection & Analytics Dashboard   Jan 2026 – Feb 2026
- Conducted end-to-end data analytics project identifying key risk factors influencing accident severity using statistical modeling and dashboard visualization.
- Performed data cleaning with Python (Pandas), conducted Chi-square tests, and built a Logistic Regression model to identify statistically significant predictors.
- Designed an interactive Power BI dashboard using DAX for KPI calculations and dynamic filtering; presented at Plutonia 2026, Kristu Jayanti University.
- Key finding: Environmental and visibility factors (weather, lighting) are stronger predictors of accident severity than driver-related factors.

Tools: Python, Pandas, Power BI, DAX, Logistic Regression, Chi-square Testing

Statistical Examination of Retail Sales Volatility (Microsoft Excel)   Feb 2026

- Analyzed retail transaction data using time-series, distribution, and relationship-based visualizations to understand revenue behavior and consumer response patterns.
- Identified that revenue variability is driven more by transaction volume than price changes, and that consumer demand appears relatively price inelastic.
- Delivered structured Excel-based statistical analysis supporting retail demand modeling and consumer behavior assessment.

Tools: Microsoft Excel, Statistical Data Analysis, Pivot Charts, Box Plots

Lead Management & Booking Conversion Analytics Dashboard   Jan 2026
- Performed lead data analysis in Excel by evaluating lead sources, package preference trends, budget distribution, and lead status conversion (New/In Progress/Booked/Lost).
- Identified high-performing channels, customer demand gaps, and key reasons for lead drop-offs to improve business conversion decisions for Shades of Twosome.

Tools: Microsoft Excel, Excel Macros, Dashboard Design

The Augmented Analyst: AI's Impact on Business Analysis Competencies   Jan 2026
- Conducted academic research analyzing the impact of automation and AI on Business Analyst roles; mapped AI capabilities against core BA competencies.
- Evaluated automation vs. augmentation risks and presented findings at ICCI-26 Conference, Kristu Jayanti College.

Skills: Business Analysis, Research, AI/Automation Assessment, Stakeholder Presentation

Skill-Based Fresher Hiring Platform   Jan 2026 – Present
- Designing and developing a role-based web application connecting fresh graduates and employers through a structured, transparent hiring process.
- Implemented multi-role system (Guest, Fresher, Employer, Admin) with job posting moderation and basic analytics to track job engagement and application trends.

Tools: Python (Flask), HTML, CSS, SQL

EDUCATION

Bachelor's Degree in Statistics and Computer Science | *Kristu Jayanti College Autonomous*   Jul 2023 – Jul 2026
Activities: Literary & Cultural Association | Youth Red Cross | Department Media

Higher Secondary – Computer Science | *St. Sebastian's HSS School Kuttikad*   Mar 2021 – Mar 2023

CERTIFICATIONS & CONFERENCES

- Agile Scrum Master – Simplilearn (Mar 2026, License No. 9938400)
- Applied Statistics and Data Analytics (ICASDA) – Kristu Jayanti University
- International Conference on Computational Intelligence (ICCI) – Certificate of Appreciation – Kristu Jayanti University
- Data Analyst 101 – Simplilearn
- Introduction to SQL – Simplilearn
- Software Test Engineering and Soft Skills – ITC Infotech

TECHNICAL SKILLS

Languages & Libraries: Python (Pandas, NumPy, SciPy, Statsmodels, Scikit-Learn, Plotly), SQL
BI & Visualization: Microsoft Power BI, DAX, Microsoft Excel (Pivot Tables, Macros, Charts)
Statistical Methods: Regression Analysis, Chi-Square Testing, Hypothesis Testing, Time-Series Analysis, EDA
Methodologies: Agile, Scrum, Business Requirements Documentation (BRD), AS-IS/TO-BE Process Modeling, SDLC
Tools & Platforms: Jupyter Notebook, Anaconda, Streamlit, MySQL, Flask, Git
Soft Skills: Business Requirement Analysis, Stakeholder Communication, Problem-Solving, Research, Presentation
Languages: English, Malayalam, Hindi, Tamil, Kannada