Abhishek Kumar

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SUMMARY

Data Analyst skilled in Python, SQL, and statistical modeling, with hands-on experience analyzing large-scale customer and financial datasets. Delivered actionable insights by identifying churn drivers, optimizing marketing campaigns through A/B testing, and building predictive models for segmentation and risk analysis. Experienced in end-to-end data workflows, including data cleaning, EDA, modeling, and building dashboards in Power BI to drive measurable business impact.

EDUCATION

Maharaja Surajmal Institute of Technology — July 2023 – June 2027
B.Tech, Information Technology — CGPA: 8.24 / 10.0 — New Delhi, India

PROJECTS

Telecom Customer Churn Analysis | *Python, Pandas, Scikit-learn, Matplotlib* | GitHub

- Analyzed **7,032 customer records** to uncover churn drivers; found month-to-month contract users churn at **42.7%** vs. 2.8% for two-year contracts, flagging **$1.93M in monthly revenue at risk**
- Segmented customers into **5 risk tiers** using behavioral and contract features; isolated a "Danger Zone" cohort (**78.2% churn rate**) to direct retention budget toward highest-value accounts
- Optimized Logistic Regression for **recall (80%)**, reducing false negatives to 76 and minimizing missed churners with high revenue impact

Marketing Campaign A/B Testing | *Python, SciPy, Statsmodels, Pandas* | GitHub

- Ran an independent t-test on **365 days** of Facebook vs. AdWords data; Facebook showed **96% higher mean daily conversions** (11.74 vs. 5.98, $p < 0.05$), supporting a budget reallocation recommendation
- Built a **linear regression model (R^2 = 76.35%)** to forecast conversions from ad clicks, giving campaign managers a data-driven baseline for spend planning and ROI estimation
- Identified **key performance indicators (KPIs)** through **rigorous statistical modeling** of advertising data, enabling the marketing team to **refine campaign strategies** and improve **return on ad spend by 20%**

Credit Card Spend Intelligence + Funnel Analysis | *Python, Pandas, SQL, SQLite, Power BI* | GitHub

- Analyzed **284,807 fraud transactions** and 30,000 credit users; identified fraud concentration at **2–3am** with $122 avg loss per case and flagged **11,716 High Risk users** with a 30.77% default rate
- Built a **5-stage repayment funnel** revealing 22.1% user drop-off before loyalty and engineered rule-based segmentation across **4 risk tiers**, validated by a clean default rate gradient (12% Loyal → 31% High Risk)
- Delivered an **interactive Power BI dashboard** surfacing cohort retention curves, funnel drop-offs, and segment KPIs — exposing **Month 6** as the critical intervention window with the sharpest retention decline across all segments

SKILLS

Languages : Python, SQL, C++

Libraries : Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, Statsmodels

Tools & Platforms : Power BI, MySQL, Jupyter Notebook, Git, Excel, Google Sheets

ACHIEVEMENTS

5-Star SQL Badge — HackerRank — Highest rating for SQL problem solving across complex queries, joins, and window functions

3rd Place — Saleable Business Pitch 2024, E-Cell MSIT — Pitched a data-backed business case with market sizing, financial projections, and go-to-market strategy