Karthik Menon

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Education:

- Master of Science, Data Science
  Indian Statistical Institute, Kolkata (2018–2020)
  CGPA: 9.0

Experience:

- Senior Data Analyst at Paytm (2020–2023)
  · Automated KPI dashboards across business units
  · Led A/B testing design for marketing campaigns

Projects:

- Customer Lifetime Value Prediction
  · Built regression models using scikit-learn and LightGBM
  · Increased targeting efficiency by 20%

Skills: SQL, scikit-learn, Tableau, LightGBM, Excel, Business Analytics