AAYUSH BASNET

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PROFILE SUMMARY

- Have good experience in Statistics like **Normal Distribution, Hypothesis Testing, Probability** etc.
- Efficient in pre-processing data including **Data Cleaning, EDA, Correlation analysis, Visualization, Feature Scaling and Dimensionality Reduction** techniques using Machine Learning platforms like Python Data Science Packages (Scikit-Learn, Pandas, NumPy).
- Have good experience in query languages such as **SQL**.
- Have good knowledge of Regression, Classification, and Clustering Machine Learning Algorithms.
- Present information using data visualization techniques in **Tableau** and **Power BI**
- Have strong market understanding and domain knowledge.

SKILLS

- Statistics and Probability Fundaments
- Machine Learning with Python using Scikit-Learn
- NumPy, Pandas, Matplotlib, and Seaborn
- SQL, Python Programming
- Data Visualization with Tableau / Power BI
- MS Excel, MS Access, PowerPoint, MS Word
- **Soft Skills**: Rapport Building, Attention to detail, Analytical skills, Excellent Communication, Problem-Solving, Team-Driven

EXPERIENCE

DATA ANALYST INTERN | Mentorness — May - June

- Implemented process improvements and automation solutions, resulting in increase in productivity.
- Collaborated with cross-functional teams to gather requirements, define project scopes, and ensure alignment with business objectives, fostering effective teamwork and project success.
- Produced comprehensive reports and presentations summarizing findings and recommendations, facilitating clear communication with management team and driving actionable outcomes.
- Conducted in-depth market research and analysis, resulting in the identification of trends and insights that informed strategic decision-making processes.

DATA SCIENCE AND BUSINESS ANALYTIC INTERN | The Spark Foundation

- Conducted in-depth research and analysis, uncovering insights resulted in identification of trends & increase in business performance.
- Achieved 94% accuracy rate in forecasting performance by developing and deploying a machine learning model.
- Identified and comprehended key factors influencing performance through thorough analysis.
- Produced reports and presentations summarizing findings and recommendations, facilitating clear communication with management team and driving actionable outcomes.

PROJECTS | LINK

CREDIT CARD FRAUD PREDICTION | LINK

- Achieved 99% accuracy rate in predicting credit card fraud rate by developing logistic regression-based machine learning model.
- Minimized false positives by 16% through rigorous feature engineering and hyper parameter tuning processes.
- Implemented under-sampling and ensemble techniques to address class imbalance, leading to 20% improved performance.
- Successfully mitigated fraudulent transactions while optimizing model efficiency by 25% and accuracy by 8%.

CUSTOMER CHURN PREDICTION | LINK

- Developed a customer churn prediction model using Python to proactively identify customers at risk of leaving, with a potential 88.57% reduction in churn risk.
- Evaluated various machine learning algorithms to select the most effective model for churn prediction.
- Designed and implemented a robust Machine Learning Pipeline, streamlining the model's exportation for seamless predictions on previously unseen data.
- Ensured model effectiveness by using metrics like precision and recall to identify true churners.

CUSTOMER PERFORMANCE INSIGHTS | LINK

- Analyzed data for 18,000 customers across 6 countries increased targeted marketing effectiveness by identifying customer segments.
- Quantified revenue contribution of each segment (e.g. Customers without children in US generated $77.4M, 35.68% of total customers without children whereas Customers with children in Australia generate $39.67M, 44.02% of total), performed DAX.
- Unveiled a previously unknown correlation between customer age and product preference, enabling targeted marketing strategies.

COMPANY LAYOFF USING SQL | LINK

- Utilized complex SQL features such as joins, window functions, and subqueries to handle intricate data relationships and extract insights from large datasets.
- Summarized and present key metrics empowers stakeholders to understand layoff patterns and make informed strategic choices.
- Organized complex queries into manageable, reusable components making easier to collaborate and maintain the analysis pipeline.

EDUCATION

Madan Bhandari Memorial College Kathmandu, Nepal

Bachelor of Science in Computer Science and Information Technology (BSC.CSIT) Expected Graduation: 2026 (April)

- Relevant Coursework: DBMS, Statistics, Mathematics, Data Warehousing & Data Mining, AI

CERTIFICATES

SQL for Data Science (UCDAVIS) | CERTIFICATE **January 2024**

- Mastered core SQL syntax for data retrieval, analyze, and manipulation in data analysis applications.
- Learned to utilize SQL for extracting valuable insights from databases to inform strategic decisions.

Data Analysis with Python (IBM) | CERTIFICATE **March 2024**

- Gain expertise in the entire data analysis process using Python, from data acquisition and cleaning to building and evaluating machine learning models.
- Learn to utilize Pandas, Numpy, Scipy, and scikit-learn to import, manipulate, analyze, visualize data and build predictive models.

Managing Big Data with MySQL (Duke University) | CERTIFICATE **April 2024**

- Gain the ability to access and retrieve data, eliminating delays and empowering faster decision-making through queries.
- Understanding of relational databases and equips with practical skills to work with real databases.