

# Achleshwar Pratap Singh

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## SUMMARY

Data analytics professional with 4 years of experience driving user market share through data mining and visualization. Skilled in leveraging **Python, SQL, and Machine Learning** to deliver impactful business insights.

## EDUCATION

**IIIT Bangalore** | Bengaluru, IN

Mar '24 - Jan '25

*Post Graduate Diploma in Data Science*

*Specialization : Data Analytics and Deep Learning*

- **Course Modules:** Data Analysis SQL, Data Visualizing Python, Machine Learning / Linear Regression, Time Series Analysis Bagging & Random Forests, Model Selection and Deep learning.

**Jagan Institute of Management Studies** | New Delhi, IN

Apr '19 - May '21

*Postgraduate Diploma in Management*

*Specialization : Retail Management & Marketing*

## WORK EXPERIENCE - Total Experience : 4 Yrs

**Knowledge Ridge** | Noida, IN

Aug '22 - Present

*Research Analyst*

*2 Yrs 5 Months*

- Conducted **qualitative and quantitative research** to drive data-driven insights across **US, EMEA, and APAC markets**.
- Led in-depth consultations with key stakeholders in **Technology, Automotive, Healthcare, and Telecom**, leveraging data analysis to **identify trends, optimize strategies, and support decision-making**.

### Projects -

**Domain: Healthcare** | Language : SQL | **Cancer High Risk Study - USA**

STAR Analysis: In a healthcare-focused SQL project on cancer high-risk studies in the USA, I analysed a 30% rise in cases over five years using data from five top hospitals. Processing 10,000+ records, I identified four key factors, with 60% of cases linked to unhealthy diets. I recommended free dietary sessions, expected to benefit 5,000+ patients annually and enhance preventive healthcare.

**Domain: Technology** | Language : Excel, Power BI | **Gen AI Study**

STAR Analysis: Conducted a global Gen AI partnership study using Excel & Power BI, analysing hyperscaler incentives. Led 25+ consultations across 10+ countries, identifying 5 key factors that improved partner satisfaction & training programs..

**High Beam Global** | Gurgaon, IN

Mar '21 - Jun '22

*Market Research Analyst*

*1yr 4 months*

- Used **advanced analytics tools** to interpret datasets and **identified patterns for more than 100+ research studies**.
- Conducted **primary and secondary research** to assess market opportunities for **product launches**.

## PROJECTS (Personal)

**Domain: Manufacturing** | **Bike Demand Prediction / Multiple Linear Regression** (Python)

- **Situation:** Analysed BoomBikes' declining revenue in bike-sharing service.
- **Task:** Built predictive model to forecast bike demand accurately.
- **Action:** Processed data, engineered features, applied multiple regression techniques.
- **Result:** Delivered 60% strategic improvements with data-driven business insights.

**Domain: Media | Data-Driven Insights for Global Film Release (MySQL)**

- **Situation:** Analysed global movie data for trend insights.
- **Task:** Uncover actionable insights to improve movie strategies.
- **Action:** Identified decline in releases from 2017-2019, Filtered data for successful genres, directors, actors. Analysed historical performance of key categories.
- **Result:** Recommended focus on top genres and talent, Insights aimed to improve marketing by 15-20%.

**Domain: Education Sector | Lead Conversion Prediction Project - Random Forest (Python)**

- **Situation:** Tasked to improve X Education's lead conversion rate.
- **Task:** Develop model to prioritize high-potential leads.
- **Action:** Pre-processed data using Python for model building, Built logistic regression model for lead scoring, Evaluated model using precision, recall, AUC-ROC.
- **Result:** Enhanced lead targeting; aimed for 80% conversion rate.

**TECHNICAL SKILLS**

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**Data Visualization Tools:** Matplotlib, Seaborn, Plotly, Tableau, Power BI, Excel  
**Programming and Libraries:** Python (Pandas, NumPy, Scikit-learn, Statsmodels), Databases: SQL, MySQL  
**Statistical Analysis:** Inferential Statistics, Predictive Statistics, Hypothesis Testing  
**Machine Learning Techniques:** Linear Regression, Logistic Regression, Decision Trees, Clustering, Deep Learning  
**ETL and Data Integration:** Apache Sqoop, Apache, Data Warehousing, Basic ETL Processes, Hadoop

**SOFT SKILLS**

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Analytical Thinking, Insight Generation, Communication Skills, Collaboration with Cross-Functional Teams, Problem-Solving, Adaptability and Learning New Tools.

**CERTIFICATIONS**

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- Boot Camp - Python Programming | Upgrad - Mar 2024 – May 2024
- Advance Business Analytics | University of Colorado - Issued 2022
- Introduction to Python | DataCamp - Issued May 2022
- Introduction to SQL | University of Michigan - Issued Apr 2022

**ADDITIONAL INFORMATION**

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- **Awards/Activities:**
  - Employee of the Month | Knowledge Ridge - August 2022 & August 2023
  - Research Paper Presentation – Impact of FDI on Economic Growth of India | ICAMP 2020
  - Research Paper Publication - Kalasarovar Journal (UGC Care Indexed Journal)
- **Internships :**
  - Collaborative Information Seeking Intern | Oxygarden - May 2020 – July 2020
  - Managerial Trainee | Aditya Birla FRL - Dec 2019 – Mar 2020