ROHIT KUMAR

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Summary

Experienced Business Analyst at Axis Bank, Mumbai, with a strong background in data analysis and regulatory compliance. Proficient in problem- solving, analytical thinking, and understanding context. Skilled in data quality concepts and data analysis, with expertise in tools such as SQL (Impala), Apache PySpark, Python, SAS, Power BI, and Informatica Analyst. Collaborative and communicative, aiming to leverage skills in data science, machine learning, and data visualization to drive success.

Skills

Technology: - Data Quality | Data Science | ML | Descriptive Analytics | Data Visualization

Tools: - SQL | PySpark | Python | SAS | Power BI | Informatica Analyst | HTML/CSS | JavaScript

Experience

Axis Bank | Business Analyst
Mumbai

Repeat Complaints - Automation — 07/2022 - Present.

- Created the definition for repeat complaints and coded on same customer – same product basis for all 16 product lines across the bank.
- Monthly Dashboard has been created through ETL process reducing the dependency on the team – **72 hours to 1 hour**.
- KRA has been assigned to all the business owners to reduce the repeat complaints **reducing the complaints by 3 Lakh (1% decrease)** in Q1FY'24 as compared to Q4 FY'23.

Missing Income Nudge

- As a Business Analyst, played a pivotal role in driving a regulatory data quality initiative to ensure RBI compliance and enhance Fraud & AMLmodels for predictive fraud and risk assessment.
- Collaborated across functions (Marketing, Personalization) to craft tailored strategies, encouraging customers to update income information.
- Executed tailored communication strategies with **14 personas and account balances** on SMS, EMAIL & MB-Push channel, leading to a significant reduction (~25%) in the customer base. Automation has been done via ETL to decrease the time for base creation from **48 hours to1 hour.**

Customer Profiling

- Leveraged **spendings, CVS, and income metrics** to execute customer segmentation, influencing around 80 lakh credit card customers via deskprioritization for service enhancement.
- Developed a customer segmentation dashboard to establish an **IVR prioritization strategy**, streamlining customer interactions and service.

Education

National Institute of Technology, Tiruchirappalli
Tiruchirappalli

M.Tech - Energy Engineering | GPA: **9.12** / 10 — 08/2020 - 06/2022

GCET, Greater Noida
Greater Noida

B.Tech - Mechanical Engineering | GPA: **7.29** / 10 — 08/2014 - 06/2018

Projects

Heat flow prediction of PCMs using ML:
NIT Tiruchirappalli

- Employed various machine learning algorithms to predict heat flow in diverse phase change materials, leveraging experimental datasetsobtained from PCM studies with varying compositions.
- Identified Random Forest Regression as the optimal algorithm for heat flow prediction, based on rigorous evaluation metrics including R^2 and RMSE.

BOAT Headphone Review Analysis

- Employed ChatGPT to conduct sentiment analysis on 1000 Amazon reviews of BOAT headphones, while performing essential data cleansingusing Numpy, Pandas, and Regular Expressions.
- Leveraged word cloud and word count analysis methods to derive valuable insights from the reviews, ultimately pinpointing the product'sstandout features and potential areas for refinement.

Courses & Certifications

Business Operations & Analytics Certification — NITIE, Mumbai

Google Data Analytics Certificate — Coursera

Data Analysis with Python | Cleaning and Exploring Big Data using PySpark — Coursera

Hands On A- Z Machine Learning | Complete SQL Bootcamp & Tableau Hands-On Training — Udemy