ROHIT KUMAR

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Summary

Experienced Business Analyst at Axis Bank skilled in problem-solving, analytics, and contextual understanding. Proficient in data quality concepts and analysis using tools like SQL, PySpark, Python, SAS, Power BI, and Informatica Analyst. Collaborative and communicative, aiming to utilize data expertise to drive success.

Skills

Languages: - Python, SQL, C, JavaScript

Technologies & Tools: - PySpark, SAS, Power BI, Tableau, Informatica Analyst, Docker, Hive, Impala, Pandas

Experience

Axis Bank – BIU | Business Analyst
Jul'22 – Present. | Mumbai

Repeat Complaints – Automation

- Created the definition for repeat complaints and coded on same customer – same product basis for all 16 product lines across the bank.
- Self-Service dashboard has been created through ETL process reducing the dependency on the team – **saving 72 hours**.
- KRA has been assigned to all the business owners to reduce the repeat complaints **reducing the complaints by 3 Lakh (1.2% decrease)** in Q1FY'24 as compared to Q4 FY'23.

Retail Asset Complaints – Analysis

- Utilized a large language model **(LLAMA2-7b)** to conduct Topic Modelling analysis on customer remarks, effectively identifying key issues faced by customers.
- Designed and implemented a monthly self-service Tableau dashboard to visualize trends and highlight customer issues across different loan segments and complaints channels.

Missing Income Nudge

- Played a pivotal role in driving a regulatory data quality initiative to ensure RBI compliance and enhance Fraud & AML models 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 missing income customer base.

Customer Profiling – CC

- Leveraged **Spendings, CVS, Card type and Income** to execute customer segmentation for around 80 lakh credit card customers via desk prioritization for service enhancement.
- Developed a customer segmentation dashboard to establish an **IVR prioritization strategy**, streamlining customer interactions and service.

Achievements

BIU – Star Award:
Nov'23

- Recognition for the insights on Repeat Complaints led to a reduction in bank wide repeats by **1.2 %.**

BIU – Platinum Learner Award:
Mar'24

- Acknowledged for inclusion in the list of top learners in FY'24 within the Business Intelligence Unit (BIU).

Education

National Institute of Technology, Tiruchirappalli	Tiruchirappalli
M.Tech - Energy Engineering | GPA: **9.12** / 10	Aug'20 – Jun'22
GCET, Greater Noida	Greater Noida
B.Tech - Mechanical Engineering | GPA: **7.29** / 10	Aug'14 – Jun'18

Projects

BOAT Headphone Review Analysis

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

Heat flow prediction of PCMs using ML

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

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 Machine Learning | Complete SQL Bootcamp & Tableau Hands-On Training – Udemy