ROHIT KUMAR

+91-7906616602 | r.kumar01@hotmail.com | Portfolio | LinkedIn | GitHub

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
- As a Business Analyst, 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.

WhatsApp Chat Analyzer

- Employed Regular Expressions for precise data extraction, and Pandas for analysis, revealing impactful insights on communication dynamics.
- Crafted compelling visualizations using Matplotlib, Seaborn, and WordCloud, illuminating trends in user activity and language patterns.
- Leveraged Streamlit for intuitive dashboard deployment, providing an accessible platform to effortlessly explore and interpret WhatsApp chat dynamics.

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