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 Q1 FY’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 & 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 customer base. Automation has been done via ETL to decrease the time for base creation from **48 hours to 1 hour.**

### Customer Proﬁling

* Leveraged **spendings, CVS, and income metrics** to execute customer segmentation, inﬂuencing 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.

# 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 datasets obtained from PCM studies with varying compositions.
* Identiﬁed Random Forest Regression as the optimal algorithm for heat ﬂow prediction, based on rigorous evaluation metrics including R² and RMSE.

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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.

# 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