

# AYUSH SINGHAL

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## ABOUT ME

Highly analytical and results-driven IT graduate with proven expertise in data analytics, statistical modeling, and programming. I excel in leveraging SQL, Python, and Power BI to solve complex business challenges, driving impactful decision-making through innovative data visualization and actionable insights. Known for meticulous attention to detail, strong communication, and a commitment to delivering measurable business improvements, I transform raw datasets into strategies for growth and operational efficiency. Driven by curiosity and continuous learning, I thrive in fast-paced environments where data directly shapes business outcomes.

## PROJECTS

### Indian Retail Performance Analysis

Python - SQL - Power BI - Excel

- Executed end-to-end analysis on 12,960 retail records using Python, SQL, and Power BI to identify key performance drivers.
- Developed an interactive Power BI dashboard with 20+ SQL queries, improving stakeholder data accessibility by 15%.
- Pinpointed Fashion (+30.2% margin) for growth and Groceries (-3.5% margin) for operational improvement, providing actionable recommendations.

### UPI Transaction Growth & Trend Analysis

Power BI - Python - SQL

- Analyzed 6 years of NPCI transaction data in Python, engineering features to uncover a 7,860% growth in monthly UPI volume and a 50% decrease in average transaction value.
- Developed a time-series forecasting model using Python (Prophet, Statsmodels) to accurately predict transaction volumes 24 months into the future, accounting for yearly seasonality.
- Designed and built a dynamic Power BI dashboard with DAX measures to visualize KPIs and trends for stakeholders, translating complex data into actionable business insights.

### Telecom Customer Churn Prediction Dashboard

Python

- Engineered a churn prediction model (79% accuracy) using Python to analyze 7,000+ customer records.
- Deployed an interactive Streamlit dashboard to visualize model insights and enable real-time risk assessment.
- Directed a full-stack data project, from initial analysis in Google Colab to a final, deployed application.

### Multidomain Data Analysis Projects

Power BI - SQL

- E-commerce Sales Analysis: Developed a Power BI dashboard analyzing 5,615 transactions (₹438K sales) to identify key profitability and customer behavior drivers.
- Music Store SQL Analysis: Executed advanced SQL queries (CTEs, Window Functions) across 11 tables to derive marketing insights on top genres, customers, and locations.
- IBM HR Attrition Analysis: Built a dashboard to analyze 1,470 employee records, identifying that low salary was the primary driver for 69% of attritions.

## INTERNSHIPS

### **Ethical Hacking Intern** (Internshala)

Sep 2023

- Analyzed system processes to identify potential security vulnerabilities and data integrity risks.
- Gained experience in methodologies for assessing and reporting on the security posture of data-handling applications.

## EDUCATION

### **Bachelor of Technology, Information Technology**

2020 - 2024

Swami Keshvanand Institute of Technology (SKIT), Jaipur

CGPA: 8.77

## TECHNICAL SKILLS

**Languages:** Python, SQL, DAX, C/C++

**Data Visualization:** Power BI, Excel

**Libraries:** Pandas, NumPy, Scikit-learn, Statsmodels

**Databases:** MySQL

**Tools:** Git, GitHub, VS Code, Jupiter Notebook