AYUSH SINGHAL

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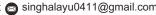
PROFESSIONAL SUMMARY

Data Analyst skilled in Python, SQL, and Power BI, with experience across retail, fintech, and telecom domains. Adept at transforming large datasets into actionable insights through predictive models, KPI reporting, and interactive dashboards. Strong foundation in business analysis and stakeholder communication with a track record of enabling data-driven strategies.

TECHNICAL SKILLS

Analytics & BI: Data Analysis, Dashboard Development, Predictive Analytics, KPI Reporting, Statistical Evaluation.
Languages & Tools: Python (Pandas, NumPy, Scikit-learn), SQL, DAX, Power BI, Excel
Databases & Platforms: Git, GitHub, VS Code, Jupyter Notebook, MySQL

EDUCATION

Bachelor of Technology, Information Technology   2020 – 2024
Swami Keshvanand Institute of Technology (SKIT), Jaipur
CGPA: 8.77

PROJECTS

<u>Indian Retail Performance Analysis</u>   *Python - SQL - Power BI - Excel*

- Improved retail strategy by examining 12,960 sales records, identifying Fashion (+30.2% margin) as a growth driver and Groceries (-3.5% margin) for cost optimization.
- Developed an interactive Power BI dashboard featuring 20+ complex SQL queries and DAX measures, improving stakeholder data accessibility and enabling faster, data-driven decisions.

<u>UPI Transaction Growth & Trend Analysis</u>   *Python - SQL - Power BI*

- Uncovered 7,860% growth in UPI volume and 50% drop in average transaction value by analyzing 6 years of NPCI data.
- Built forecasting model (Prophet, Statsmodels) predicting UPI volumes 24 months ahead, incorporating yearly seasonality for higher accuracy.
- 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.

<u>Telecom Customer Churn Prediction Dashboard</u>   Python

- Achieved 79% accuracy in predicting churn from 7,000+ customer records.
- Deployed an interactive Streamlit dashboard featuring 5+ key visualizations to showcase model insights and enable real-time risk assessment.
- Directed a full-stack data project, from initial analysis in Google Colab to deployment as a production-ready application.

<u>Multidomain Data Analysis Projects</u>   *SQL - Power BI*

- E-commerce Sales Analysis: Engineered a Power BI dashboard analyzing 5,615 transactions (₹438K sales) to identify key profitability and customer behavior drivers.
- Music Store SQL Analysis: Performed 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.

EXPERIENCE

Ethical Hacking Intern (Internshala)   Sep 2023

- Performed a detailed risk analysis on a live e-commerce application, systematically examining system data flows to identify and document over a dozen sources of potential data corruption and integrity issues.
- Evaluated and categorized identified data risks by severity (Critical, High, Medium), translating technical findings into a business impact report with prioritized, data-driven recommendations for stakeholders.

CERTIFICATIONS

- Business Analysis & Process Management – Coursera Project Network (2025)
- Introduction to Data Analytics – Simplilearn (2025)
- Introduction to Microsoft Excel – Simplilearn (Microsoft Content, 2025)