

# ROHIT KUMAR

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Motivated and detail-oriented fresher data analyst with robust analytical skills, technical expertise in SQL, Python, R, and Tableau, and a passion for leveraging data-driven insights to steer business decisions. Eager to apply strong data cleaning, predictive analytics, and visualization skills to deliver actionable business intelligence in an entry-level role.

## Core Skills

Technical Skills:

SQL • Python • R • Tableau • Power BI • Data Cleaning • Predictive Analytics • Machine Learning • Data Visualization

Soft Skills:

Critical Thinking • Problem Solving • Attention to Detail • Communication • Team Collaboration

## Education

Bachelor of Technology in Biotechnology

National Institute of Technology Durgapur, West Bengal | JUNE 2026

## Projects

- Retail Sales Forecasting Model:

Developed an advanced machine learning model using Python and scikit-learn to forecast sales trends, leading to improved inventory management and a 15% boost in revenue insights.

- Fraud Detection System:

Engineered an anomaly detection system utilizing R and Python algorithms to identify fraudulent patterns in financial transactions, reducing potential fraud by 20%.

- Customer Segmentation Model:

Applied deep learning algorithms to segment customers based on behavioural data, enabling targeted marketing strategies that led to effective campaign optimization.

## Certifications

- Google Data Analytics Certificate
- IBM Data Science Professional Certificate