

# Ayush Kiran Patil

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## EDUCATION

### VIT Bhopal University

B.Tech. in Computer Science — CGPA: 8.19

Bhopal, Madhya Pradesh

July 2022 – Present

### SHSA School

Class XII - Percentage: 95.33%

Jalgaon, Maharashtra

July 2020 – May 2021

### MGSM'S Oxford School

Class X - Percentage: 87.2%

Jalgaon, Maharashtra

July 2018 – May 2019

## EXPERIENCE

### Data Analyst Intern

Fologic Systems Pvt. Ltd.

Sept 2025 – Dec 2025

Pune, Maharashtra (Remote)

- Executed data analysis, interpretation, and visualization initiatives contributing to business data optimization and strategic decision-making processes.
- Developed SQL queries and Python scripts to extract, transform, and analyze datasets from multiple sources, identifying key trends and insights.
- Created interactive dashboards and visualizations using Power BI to communicate complex data findings to stakeholders and enhance data-driven insights.
- Demonstrated strong analytical capabilities and professionalism while maintaining adherence to company confidentiality policies and standards.

## PROJECTS

### UIDAI Operational Intelligence Analysis | Python, SQL, Power BI

Jan 2026

- Analyzed 10–20 lakh Aadhaar enrollment and update records across 28 states using a Python-based ETL pipeline; applied data standardization to resolve geographic naming inconsistencies and ensure aggregation accuracy.
- Designed a multi-dimensional analytical framework covering state-wise concentration, temporal trend analysis, demographic profiling, and statistical anomaly detection, resulting in 20+ operational insights.
- Implemented statistical anomaly detection to identify 40+ operational outliers; developed professional visualizations and analytical tables to support data-driven decision-making.
- Compiled a technical report translating complex enrollment patterns into strategic recommendations for resource allocation and service delivery optimization.

### Customer Retention Analytics | Python, SQL, Power BI

April 2025 – July 2025

- Analyzed 100K+ customer transaction and engagement records using SQL and Python to identify churn patterns, customer segments, and revenue leakage across lifecycle stages.
- Conducted exploratory and cohort analysis to uncover key churn drivers (low usage, delayed payments, high support tickets), enabling targeted retention strategies and reducing avoidable churn risk by 20%.
- Defined and tracked core business KPIs including retention rate, customer lifetime value (CLV), churn rate, and acquisition cost to support data-driven decision-making for marketing and operations teams.
- Built interactive Power BI dashboards and executive reports that visualized churn trends, high-risk segments, and monthly retention forecasts, improving stakeholder visibility and strategic planning.
- Partnered with marketing teams to design data-backed interventions (discount campaigns, loyalty offers, re-engagement emails) that improved customer retention and increased projected annual revenue by 15%.

## TECHNICAL SKILLS

**Languages:** Python, SQL (Microsoft SQL Server)

**Frameworks & Libraries:** Pandas, NumPy, Matplotlib, Scikit-Learn

**Tools & Others:** Excel, Power BI

## CERTIFICATIONS

- Marketing Analytics – Nptel, Apr 2025