

# HIMANSHU KUMAR

## Data Scientist/Analyst and Marketing Professional

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### Skills

- **Data Analysis** – Python (Pandas, Numpy, Matplotlib), SQL, Tableau, PowerBI(DAX, Power Query), Looker Studio, Data Modelling, Data Pipelining, ETL, Data Warehousing
- **Cloud Computing** - AWS - SageMaker, Glue, CodePipeline, Athena, S3, EC2, Elastic Beanstalk
- **Data Science** – Machine Learning (Linear and Logistic Regression, SVM, Random Forest, K-Means), Natural Language Processing, Vector Database, Generative AI, Prompt Engineering, Statistical Models
- **Marketing**- Adobe Marketo, Google Analytics, Familiar with GTM & UTM parameter tracking, Campaign Performance Tracking (CTR, CVR, ROAS), Customer Segmentation, A/B Testing, Funnel Analysis
- **Others**: GitHub, Jira, Confluence, basic Java

### Work Experience

#### Blenheim Chalcot — Associate Data Scientist

**Jun 2023 – Jun 2024**

- Analyzed and filtered datasets of over **500,000 customer records using SQL (Athena) and Python**, building complex queries and transformations **to drive targeted segmentation in Adobe Marketo** — resulting in a 20% increase in engagement rates across campaigns.
- Collaborated with marketing and data teams to **integrate insights from multiple platforms**, enabling unified campaign performance tracking and **improving ad spend efficiency** across platforms.
- Spearheaded the **migration of analytics dashboards from DOMO and Google Analytics to Power BI**, eliminating redundant tools and achieving a **100% reduction in annual subscription costs** for 50+ stakeholders.
- Streamlined data reporting workflows by **transforming static Excel and SQL-based reports into dynamic Power BI and Looker Studio dashboards**, cutting manual reporting time by 40% and **boosting project turnaround efficiency by 30%**.
- **Designed an ETL pipeline using AWS Glue and SQL to process over 350,000 records**, converting Parquet to CSV and **optimizing data retrieval time by 66% for analytics**.
- **Optimized AWS SageMaker configurations**, reducing monthly operational costs by 30%, and **established a lightweight data-cleaning layer** for easier ingestion into Power BI and Looker Studio.
- Built and deployed analytical applications on Elastic Beanstalk with a CI/CD pipeline via GitHub and AWS CodePipeline, ensuring smooth integration of updates and new features.
- Created **interactive dashboards in Looker Studio** to visualize **GA4 and media campaign metrics from Google Sheets (CTR, CVR, ROAS)**, enabling near real-time performance reporting.
- Developed a **physiotherapy chatbot using Python and Streamlit** for frontend to deliver accurate health-related responses, showcasing **applied ML and NLP expertise**.
- Designed and launched '**Visuals**', a **data analysis web app capable of generating Python-based visualizations**, using JS for interactivity and deploying through AWS Elastic Beanstalk.

### Certificates and projects

- **Job-Application-Tracker**: A website which takes in your personal information and helps you track your job applications. It is also connected to Google Sheets. [GitHub](#)
- **Visuals**-[GitHub](#)
- **Physiotherapy Chatbot** - [GitHub](#)
- **PowerBI certification**- [Link](#)
- **Breast Cancer detection using Machine Learning** - Used SVM and KNN algos to predict whether a sample of a tumor should be classified as malignant or benign. Link: [GitHub](#)
- **Zomato EDA** - Created an EDA notebook on Zomato Restaurants using Seaborn, Matplotlib and Numpy to get various inferences about restaurants' ratings and their prices. Link: [GitHub](#)

### Education

Lovely Professional University – Computer Science Engineering (AI & ML) - CGPA: 8.09