

# JACOB DANIEL R

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## PROFESSIONAL SUMMARY:

Data-driven analyst skilled in SQL, Python, and Power BI. I transform raw data into actionable insights through performance analysis, KPI definition, and interactive dashboards. Experienced in supporting business decisions through clear reporting and stakeholder communication.

## EDUCATION:

Bachelor of Engineering in Computer Science and Engineering | CGPA: 8.23 / 10.0 | Aug 2022 – Jun 2026  
Anna University, Tamil Nadu, India

**Relevant Coursework:** Data Structures and Algorithms, Object-Oriented Programming, Database Management Systems.

## PROJECTS:

### Customer Churn Analysis & Prediction: [\[GitHub\]](#)

*SQL, Python, Power BI*

- Performed end-to-end analytics and Developed a Random Forest classifier to predict churn probability across customer segments.
- Engineered a SQL-based data pipeline to categorize historical data and deployed the model on new customers to proactively identify potential churners.
- Created a dual-page Power BI dashboard: historical churn drivers on Page 1, predictive insights for intervention on Page 2.

### Loan Default & Risk Analysis: [\[GitHub\]](#)

*Power BI, DAX, Dataflow Gateway*

- Developed a multi-page Power BI dashboard to monitor loan default trends and applicant risk profiles.
- Created DAX measures to calculate Year-to-Date (YTD) and Year-over-Year (YoY) metrics, providing a clear view of portfolio health.
- Implemented a Dataflow Gateway to automate data ingestion, ensuring that risk metrics are always based on the most recent production data.

### AI Banking Analysis (AI-Assisted Analytics): [\[GitHub\]](#)

*SQL Server, Power BI, Generative AI*

- Designed an accelerated analytics workflow by leveraging Generative AI for rapid SQL query generation and KPI logic definition.
- Developed interactive visuals that translate complex banking KPIs into actionable business insights for stakeholders.

### Database Migration & Production Lifecycle: [\[GitHub\]](#)

*SQL Server, MySQL, Power BI*

- Simulated a professional DevOps-style data lifecycle by managing report deployments from test environments to production.
- Executed a seamless DBMS migration from SQL Server to MySQL, validating report accuracy and data consistency post-transition.
- Demonstrated enterprise-level reliability by reconfiguring data sources without disrupting existing dashboard visuals or logic.

## SKILLS:

**Technical:** SQL, Python (Pandas, NumPy), Power BI, Tableau, SSMS, Jupyter Notebook

**Analytics:** Data Validation, Exploratory Data Analysis (EDA), KPI Definition, Requirements Gathering

**Professional:** Data Storytelling, Stakeholder Communication, Analytical Problem-Solving, Collaboration

## CERTIFICATIONS:

- Complete Data Analyst Bootcamp – Udemy
- Data Analytics Virtual Experience – Deloitte (Forage)