ANSHU PRIYA JAISWAL

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OBJECTIVE

Result-oriented data professional skilled in **Python, SQL** and data visualization tools like **Power BI, Looker Studio,** and **Tableau**. Proven ability to **boost customer engagement** and **retention** through data-driven insights. Passionate about leveraging **statistical methods** and **machine learning** for **impactful** business decisions.

SKILLS

Languages and DataBases	Python, Pandas, Numpy, SQL, Advanced Excel , Matplotlib
Visualization Tools	Power BI, Tableau, Looker Studio
Other Skills:	Root Cause Analysis, Churn Analysis, KPI Reporting, Predictive Analysis

PROJECTS

Customer Segmentation for E-commerce Business   [(GitHub)](#)

- Performed **exploratory data analysis (EDA)** on 100,000+ customer records and implemented **K-means clustering** for segmenting the customers .
- Designed Power BI dashboards that **improved** targeted marketing effectiveness by 30%.
- **Increased customer engagement** by 20% and retention by 15%.

Finance Complaints Analysis   [(GitHub)](#)

- Applied NLP and TF-IDF to analyze 50,000+ complaints.
- Built forecasting model with 85% accuracy, **reducing** resolution time by 30%.
- **Improved** issue resolution timing through **proactive analysis**, enhancing customer satisfaction.

EXPERIENCE

Program Associate, Smartstaff   *Dec 2023 – Present*

- **Minimized** escalated support cases by 25% through root cause analysis of stakeholder and issue data.
- Utilized SQL and Google Sheets to **uncover patterns** in 100+ monthly interactions, streamlining workflows with structured reports and validations.

Data Analyst Intern, CognoRise Infotech   *Oct 2023 – Nov 2023*

- Developed CI/CD pipelines for analytical model deployment, **boosting decision-making** speed by 15%.
- **Developed** Power BI dashboards that **tracked KPIs** including the churn rate, consequently **enhancing the model accuracy** by 10%.

CERTIFICATIONS

- Certificate of Accomplishment for [SQL](#) — HackerRank
- [Python](#) and [SQL](#) Bootcamp — Udemy

ACHIEVEMENTS & COMMUNITY INVOLVEMENT

- Solved 100+ coding problems on GeeksforGeeks.
- 5-star in SQL, 3-star in Problem Solving on HackerRank.
- Organized and facilitated **coding workshops** for 70+ underprivileged students over 3+ years.
- Recipient of the **BHUMI Earth Award** thrice for outstanding community leadership.

EDUCATION

Ranchi Women's College, Ranchi   Graduated: 2022
Bachelors in Computer Application (BCA)   CGPA: 8.63