

# ANSHU PRIYA JAISWAL

☎ +91 910-227-2058    ✉ [apjaiswal1999@gmail.com](mailto:apjaiswal1999@gmail.com)     [LinkedIn](#)     [GitHub](#)

## OBJECTIVE

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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

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

## PROJECTS

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### 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

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### 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

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

## ACHIEVEMENTS & COMMUNITY INVOLVEMENT

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- 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

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|---|-----------------|
| <b>Ranchi Women's College</b> , Ranchi  | Graduated: 2022 |
| Bachelors in Computer Application (BCA) | CGPA: 8.63      |