Manjit Singh

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EDUCATION

Executive Post Graduate Programme in Data Science & AI	Oct '23 - Jan '25
IIIT Bangalore	Bengaluru, IN
Bachelor of Commerce - B. Com	Jul '20 - Jun '23
Gauhati University	Guwahati, Assam, IN

TECHNICAL SKILLS

Programming & Tools: Python, SQL, Power BI, Tableau, MS Excel, R(Familiar), HTML(Familiar)
Frameworks & Libraries: NumPy, Pandas, Scikit-Learn, Matplotlib, SciPy, NLTK, TensorFlow, PyTorch, Keras
Database Systems: MySQL, PostgreSQL, MongoDB
Data Science Skills: Machine Learning, NLP, Deep Learning, Statistical Analysis, Data Cleaning, Data Wrangling, Data Visualization
Business Skills: Market Research & Analysis, Business Acumen, Version Control, Reporting, Problem Solving, Business Intelligence

PROJECTS

Automatic Ticket Classification | Tech Stack: Python, NMF

- Automate ticket classification for faster routing and resolution of customer complaints. (**GITHUB LINK**)
- Built multiple models using **Logistic Regression**, **Random Forest**, and **Naive Bayes**. Used **Non-Negative Matrix Factorization (NMF)** for topic extraction from unstructured text and optimized model performance with **grid search**.
- Achieved **92.4% accuracy** and **0.99 ROC AUC** with **Logistic Regression**, significantly improving the speed of ticket assignment and resolution.

Customer Segmentation using Clustering Techniques | Tech Stack: Python

- Segment customers based on purchasing behavior to enable tailored marketing strategies and improve retention. (**GITHUB LINK**)
- Applied **K-Means (k=3)** and **Hierarchical Clustering** techniques to create customer segments based on **recency, frequency, and monetary value (RFM)** analysis. Conducted **silhouette analysis** and used the **elbow method** to optimize the number of clusters.
- Achieved a **silhouette score of 0.48** and provided insights that enhanced **marketing efficiency** and boosted **customer retention.**

Telecom Customer Churn Prediction | Tech Stack: Python, PCA

- Predict high-value customers likely to churn and support targeted retention efforts. (**GIITHUB LINK**)
- Developed multiple models using **Logistic Regression** and **Random Forest**, applying **PCA** to reduce dimensionality and address **class imbalance**. Optimized hyperparameters with **GridSearchCV** and evaluated performance using **StratifiedKFold** cross-validation.
- Achieved a **ROC AUC score of 0.88** and **83% test accuracy**, providing actionable insights that enabled proactive customer retention strategies.

Vehicle EDA Analysis and Optimization | Tech Stack: Python

- Identify factors influencing fleet performance and improve cost efficiency by analyzing vehicle data. (**GITHUB LINK**)
- Performed **EDA**, **correlation analysis**, and **feature engineering** to identify patterns in fuel consumption, engine health, and driver behavior.
- Delivered recommendations for **speed management** and **fuel optimization**, improving fleet performance and reducing operational costs.

PROFESSIONAL EXPERIENCE

Business Analyst	Feb '24 - May '24
Quest Global Technologies Ltd	Remote

- Increased **operational efficiency by 10%** by building **automated dashboards** using **Power BI** and **SQL** for real-time stakeholder insights
- Conducted **A/B testing** on **sales and marketing** strategies, resulting in a **12% improvement** in conversion rates
- Designed **predictive models** that forecasted customer behavior in collaboration with **product and marketing teams** to optimize **engagement strategies**
- Created custom **KPI visualizations**, improving monitoring efficiency by **20%** through **automated reporting pipelines**

Business Analyst Intern	Nov '23 - Feb '24
Quest Global Technologies Ltd	Remote

- Identified **5 new business opportunities** in the GCC region by analyzing **market trends** and generating insights from publicly available datasets
- Improved **return on investment (ROI)** by **15%** by developing data-driven recommendations using **exploratory data analysis (EDA)**
- Utilized data-driven tools to conduct **segmentation analysis**, resulting in a **15% boost in conversion rates** for targeted high-value customers
- Enhanced data quality through **data cleaning and preparation**, fostering **robust data pipelines,** resulting in a **10%** efficiency gain