

Naman Kumar

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Education

Indian Institute of Information Technology Raichur

Raichur, Karnataka

Bachelor of Technology in Computer Science and Engineering

May 2025

Relevant Coursework: Algorithms, Data Structures, Database Management, Data Analytics, Machine Learning

Experience

Data Analyst Intern | DRDO

Jan 2025 - Apr 2025

- Structured 120+ **satellite telemetry datasets** using rule-based ETL pipelines, temporal filtering, and anomaly correction routines, improving delivery stability across downstream **defense-grade analytical systems**.
- Identified and corrected 140+ **ingestion and schema-level** inconsistencies across multi-source feeds via custom field audits and reconciliation logs, enhancing structural integrity of **data warehousing workflows**.

Technical Skills

- Programming Languages:** Python, SQL (MySQL, PostgreSQL), R, VBA, C++
- Data Visualization:** Power BI, Excel, Tableau, Dash, R Markdown
- Libraries:** Pandas, Numpy, Matplotlib, Seaborn, scikit-learn, Plotly, tidyverse
- Core Competencies:** Data Analysis, EDA, Statistical Analysis, ETL, Data Cleaning, Dashboarding, KPI Design

Projects

Marketing Campaign Outcome Analysis

- Engineered a **Logistic Regression pipeline** on 41K+ **UCI Bank Marketing records** using **recall-driven metrics**, uncovering key customer traits and campaign timings by performing statistical **hypothesis testing**.
- Deployed an **interactive Dash app** with 5 explorable **Plotly visualizations**, linking dropdown filters to **job-contact outcomes**, **seasonality trends**, and **SHAP-based explanations** for campaign success drivers.

Global Supply Chain Analytics

- Built an interactive **Power BI dashboard** on 100K+ **Kaggle global supply chain records**, integrating custom **DAX measures**, **scatter plots**, and **slicers** to analyze **profitability**, **delivery delays**, and **logistics risk**.
- Designed a 4-page **executive analytics suite** with **interactive slicers** and 10+ **visualizations**, enabling insights on **customer segments**, **shipping modes**, and **payment trends** for strategic operations decisions.

Retail Sales and Customer Insights

- Analyzed 540K+ **Kaggle retail transactions** using **Oracle SQL** and **Excel Power Pivot**, creating **RFM segments**, **top product metrics**, and **temporal sales trends** across diverse customer groups and regions.
- Constructed an **Excel-based interactive dashboard** with slicers and 8 **visual KPIs** for **orders**, **revenue**, **AOV**, and **segment-wise sales insights**, enabling clear, stakeholder-friendly performance interpretation.

Soft Skills

- Teamwork:** Collaborated in a 4-member team at **DRDO** to streamline satellite telemetry parsing, improving script modularity and error handling to cut daily data extraction time by 23% and reduce manual intervention.
- Decision Making:** Prioritized **recall-focused Logistic Regression** over higher-accuracy models to align with business goals, ensuring 11.2% lift in positive campaign identifications while maintaining interpretability.
- Communication:** Translated **logistics KPIs** into clear visual narratives for **non-technical stakeholder groups**, improving cross-team alignment on **on-time delivery metrics** and reducing follow-up clarification by 30%.
- Growth Signals:** Demonstrated **growth-driven thinking** by exploring alternate feature grouping strategies and uncovering a 7.2% uplift in **AOV** through reclassification of **product categories and customer segments**.