POOJA T K

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PROFILE SUMMARY

Data Analyst with **2+ years of hands-on analytics experience** in **insurance and customer analytics**, specializing in **SQL, Python, Power BI, and data-driven decision support**. Proven ability to analyze large datasets, perform exploratory data analysis, automate reporting, and deliver actionable insights that improve **customer retention, risk assessment, and operational efficiency**. Experienced in working closely with business stakeholders to translate requirements into impactful analytical solutions. Strong foundation in statistics, data visualization, and predictive modeling.

TECHNICAL SKILLS

Programming: **Python, SQL**
Data Analysis: **Pandas, NumPy, EDA, Data Cleaning**
Visualization & BI: Power BI, DAX, Power Query, Matplotlib, Seaborn
Machine Learning: **Linear Regression, Logistic Regression, Decision Trees, Random Forest, KNN, Model Evaluation**
Databases: **MySQL, PostgreSQL**
Cloud & Tools: **AWS**
Statistics**: Probability, Hypothesis Testing, Descriptive Statistics**
Software Tools: **Excel, GitHub, Jupyter Notebook**

PROJECT EXPERIENCES

DXC TECHNOLOGY,
Analyst II Infrastructure Service Engineer

Data Analyst
2022 – Present

- Analysed policy, claims, and customer datasets using SQL and Python to identify trends related to customer behaviour, risk exposure, and retention.
- Performed data cleaning, validation, and exploratory data analysis (EDA) to ensure high-quality data for reporting and downstream analytics.
- Built interactive Power BI dashboards to track KPIs such as policy renewals, claim frequency, loss ratios, and customer churn, reducing manual reporting effort by 30%.
- Automated recurring MIS and operational reports using Python and SQL, improving reporting accuracy and turnaround time.
- Partnered with business stakeholders to understand insurance workflows and translate requirements into analytical insights.
- Supported data-driven decision-making by providing ad-hoc analysis for underwriting, customer retention, and performance monitoring.
- Analysed insurance customer and policy data to identify drivers of churn, claim patterns, and renewal behaviour.
- Conducted EDA and segmentation analysis based on tenure, premium amount, claim history, and demographics.
- Built Power BI dashboards highlighting retention trends, high-risk customer segments, and renewal performance.
- Delivered insights that supported targeted retention strategies and risk-aware decision-making.

Telco Customer Churn Prediction & Retention Analysis _____ Data Science / ML

- Developed a **Telco Customer Churn prediction model** using Python and Scikit-learn to identify high-risk customers
- Conducted **EDA and feature engineering** to uncover churn patterns across tenure, pricing, and contract types
- Applied classification algorithms and evaluated models using Accuracy, Precision, Recall, F1-Score, ROC-AUC
- Addressed class imbalance using resampling techniques (SMOTE / class weights)
- Interpreted model results to align technical outputs with business impact.

Customer Shopping Data Analysis_____ Power BI project:

PoojaKarunakar/Telco.Customer-Churn.Prediction

- Built **interactive Power BI dashboards** to analyse customer purchasing behaviours, sales trends, and category-wise performance
- Performed **data cleaning and transformation using Power Query (M)** and designed an optimized **star schema data model**
- Developed **DAX measures** for KPIs such as Total Sales, Average Order Value, and Customer Count to support business decisions
- Delivered **actionable insights on customer segmentation and retention**, enabling data-driven marketing and sales strategies

Customer Segmentation & Retention Dashboard_____ Power BI project:

- Developed a Power BI Customer Segmentation & Retention Dashboard using RFM analysis to classify customers into high-value, loyal, and at-risk segments
- Implemented cohort analysis and churn tracking with interactive visuals to monitor retention trends and identify key drivers of customer attrition.
- Created actionable insights through KPIs, drill-down reports, and DAX-based calculations, enabling targeted marketing strategies and improved customer lifetime value.

CERTIFICATIONS

- IBM Data Science Professional Certificate-Coursera
- Kaggle Micro-Courses: Python, Pandas, Data Visualization, Intro to ML
- Power BI Certification – Great Learning

EDUCATION

Bachelor of Engineering (B.E.) – Electronics and Communication Engineering
Visvesvaraya Technological University / Dayanand Sagar Academy of Technology & Management
05/2022