

# ROHAN

Ghaziabad, Uttar Pradesh

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## Education

Indian Institute of Information Technology, Design and Manufacturing, Kurnool

2021 – 2025

*B.Tech in Artificial Intelligence & Data Science*

*Minor in Entrepreneurship (2022 – 2024)*

## Work Experience

Divine Hindu Lifestyle Pvt. Ltd.

May 2025 – Jul 2025

*Data Analyst*

*Gurugram, Haryana*

- Developed automated Tableau dashboards powered by real-time data sources & custom LOD expressions to monitor sessions, users, orders, AOV, conversion rate, bounce rate for 100K+ daily users, accelerating decision-making by 20%.
- Integrated & maintained real-time data pipelines from Shopify & Unicommerce, reducing manual reporting time by 50% & enabling SKU-level analysis of revenue, sales volume, ROAS, & campaign performance.
- Delivered deep dive insights on customer segmentation, CAC, CLTV & retention across new vs. repeat cohorts, increasing targeted campaign efficiency by 15%.
- Built logistics funnel dashboards to track 30K+ monthly orders, analyzing RTO, delivery stages & TAT —improving exception handling speed by 30% & delivery success by 12%..

Nodal Office, MNNIT Allahabad

Dec 2024 – Mar 2025

*Data Analyst Intern*

*Prayagraj, UP*

- Performed Exploratory Data Analysis (EDA) on 100K+ crowd movement records using Python (Pandas, Seaborn) to identify trends, outliers, & anomalies, supporting real-time crowd management & risk detection.
- Developed automated ETL pipelines for real-time crowd density monitoring, reducing manual data processing by 30% & improving data flow efficiency.
- Engineered and deployed CNN, CSRNet, and Sparse Convolution models for density estimation, improving prediction accuracy by 28% and enhancing risk assessment by 25%.
- Performed hyperparameter tuning & model optimization, reducing computation time by 20% & enabling high-resolution density map generation for data-driven decisions.

## Projects

Hospital Recovery & Cost Analytics Dashboard

[Source Code](#)

- Designed an interactive Power BI dashboard analyzing 4,000+ patient recovery records, identifying inefficiencies in treatment outcomes & care costs through healthcare analytics.
- Implemented Power Query scripts to automate extraction of patient data, enabling granular trend analysis by demographics, leading to 20% faster identification of at-risk populations.
- Delivered insights driving 8–12% lower recovery costs & 25% improvement in care planning for hospital stakeholders.

## Technical Skills

**Programming Languages:** Python, SQL, C/C++, JavaScript, HTML/CSS

**Tools & Platforms:** Metabase, PowerBI, Tableau, Google Analytics, Jupyter Notebooks, Git/GitHub, VS Code, Linux

**Libraries & Frameworks:** Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn

**Databases & Cloud Platforms:** MySQL, PostgreSQL, MongoDB, Amazon Redshift, GCP, Google BigQuery, Snowflake

**Relevant Coursework:** Data Analysis & Visualization, Machine Learning, Deep Learning, Data Warehousing & Data Mining, Probability & Statistics, DBMS, DSA, OOPs, OS, Computer Networks

## Certifications & Learning

- **Generative AI Virtual Internship:** Applied prompt engineering & generative models to automate data workflows & enhance insight generation across 3+ analytics use cases.
- **Salesforce Trailhead (Mountaineer Rank):** Earned 70+ badges in CRM analytics, data modeling, reporting & workflow automation. Demonstrated hands-on expertise in business intelligence & AI-driven decision-making within the Salesforce ecosystem.
- **NPTEL Certifications (IIT):** Completed 3 certifications in Human-Computer Interaction (HCI), E-Business, and Product & Brand Management with Elite + Gold/Silver ranks, emphasizing user-centric analytics, digital KPIs & strategic data-driven decision-making.

## Leadership & Achievements

- **Secretary – NSS, IIITDM Kurnool:** Coordinated 7+ community initiatives (health camps, education drives) impacting 1000+ participants. Managed volunteer data, optimized event planning.
- **PR & Finance Head – SOLASTA Fest:** Led 20+ team members & organized an event with 900+ participants. Oversaw budgeting, financial tracking, & vendor negotiations. Increased participation by 30%.