SANKET GAIKWAD

sanketgaikwad75@gmail.com
+919527143995
LinkedIN
GitHub

Data Analyst with expertise in Advanced Analytics and Predictive Modeling. My forte lies in Consumer Analytics and the BFSI sector, skilled in translating complex datasets into actionable insights using Python, SQL, PowerBI and ML

SKILLS

Coding	• Python, SQL, Git
ML	• Supervised Learning, Unsupervised Learning, Statistical Analysis, Hypothesis Testing • Numpy, Pandas, Matplotlib, Seaborn, Scikit Learn, Tensorflow, Keras • Data Cleaning, Data Visualization, Exploratory Data Analysis (EDA), Excel, PowerBI, DAX
Others	• Apache Spark, PySpark, Data Mining, Web Scraping

WORK EXPERIENCE

Quality Intern (Mahabal Metals Pvt. Ltd | Feb 2022 - Jun 2022)

Tasks	• Conducted Operational Loss Analysis for Toyota Flywheel Production, tracking metrics across five lines. • Created Pareto Charts, cause-effect diagrams, performed MSA Study on plunger dial with statistical analysis. • Collaborated with Quality, Line, and Machine teams to resolve rejections and improve processes. • Leveraged quality control tools to audit production processes, reducing rejections by 35%.

PROJECTS

Customer Segmentation Project (RFM Analysis, Logistic Regression, k-Means, GridSearchCV)

Objective	• Drive revenue growth by segmenting 540K+ e-commerce customers for precision marketing.
Approach	• Developed **RFM analysis** and leveraged **k-Means**, **Logistic Regression** for large-scale transactions. • Visualized product and customer trends, mapping segments to actionable insights for strategy optimization.
Impact	• Segmented high-value customers, targeting the **top 10%** that drive over **60% of revenue**. • Raised marketing ROI through personalized campaigns, driving **15% retention** and **10% order value** gains.

Customer Churn Prediction (EDA, XGBoost, GridSearchCV, Pickle)

Objective	• Predicted telecom churn using advanced analytics to reduce attrition and boost retention.
Approach	• Analyzed, preprocessed, and engineered features on dataset with 100k record, 9-feature dataset using **EDA** • Scaled data robustly, encoded features, and trained **Random Forest** and **XGBoost** using **GridSearchCV** • Evaluated models on multiple metrics; deployed the best model as a **Pickle** for production.
Impact	• Enabled early detection of at-risk customers to drive targeted retention strategies. • Delivered insights to marketing and customer success teams, reducing churn and driving data decisions.

Online Retail Data Analysis (Market Basket Analysis, SQL, Excel, Numpy, Pandas, Matplotlib)

Objective	• Analyzed e-commerce transactions to segment customers, uncover trends, reduce risk, and boost revenue.
Approach	• Analyzed 500K daily transactions; studied demographics, purchase history, and order cancellations. • Tracked profit **KPIs** (revenue/customer, order value, top seller) and risk KPIs (returns, high-risk). • Cleaned data, wrote **SQL** for **KPIs**, and executed **Market Basket Analysis (support, confidence, lift)**.
Impact	• Applied data-driven segmentation and campaigns, projecting 15% retention and 10% order value growth. • Enhanced KPI accuracy, optimizing inventory, reducing risks increasing retention by 15% • Enhanced cross-selling and bundling boosting average order values and overall sales.

EDUCATION

B. Tech Mechanical Engineering (Vishwakarma Institute of Technology | 2018 - 2022)

CGPA	• 8.21
Relevant Coursework	• Linear Algebra, Calculus, Python, Data Analysis
Certifications	• Complete Machine Learning and Data Science Program by GeeksforGeeks
Examinations	• Secured GATE Score of 456 in GATE Data Science and Artificial Intelligence (DA) 2025