# SANKET GAIKWAD

✉ sanketgaikwad75@gmail.com
📞 +919527143995
in 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

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

## WORK EXPERIENCE

### Data Analyst Intern                                    (Mahabal Metals Pvt. Ltd | Feb 2022 - Jun 2022)

| Tasks | • Operational Loss Analysis of Flywheel, resulting in **resolving 60% of Production Defects**<br>• Worked on a Camshaft Project to reduce the Rejection. Successful in achieving from **11% to 0%**<br>• Built **Process Capability Report**, **Box Plots**, **Trend Graphs**, and **Pareto Charts** for the Camshaft Project |
|---|---|

## 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.<br>• 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**.<br>• Raised marketing ROI through personalized campaigns, driving **15% retention** and **10% order value** gains. |

### Customer Churn Prediction⟳          (PowerBI, EDA, XGBoost, GridSearchCV, Pickle)

| Objective | • Predict 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**<br>• Scaled data robustly, encoded features, and trained **Random Forest** and **XGBoost** using **GridSearchCV**<br>• Evaluated models, built PowerBI dashboard, and deployed the best model as a **Pickle** for production. |
| Impact | • Enabled early detection of at-risk customers to drive targeted retention strategies.<br>• 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 | • Analyze 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.<br>• Tracked profit **KPIs** (revenue/customer, order value, top seller) and risk KPIs (returns, high-risk).<br>• Cleaned data, wrote **SQL** for **KPIs**, and executed **Market Basket Analysis (support, confidence, lift)**. |
| Impact | • Enhanced KPI accuracy, optimizing inventory, reducing risks increasing retention by 15%<br>• Enhanced cross-selling and bundling boosting average order values and overall sales. |

### Analyzing Saudi Arabian Grand Prix 2025 ⟳          (FastF1 API, Numpy, Pandas, Matplotlib, Seaborn)

| Objective | • As a F1 enthusiast, study the Grand Prix weekend to understand car and driver characteristics |
|---|---|
| Approach | • Used the **FastF1 API** to get the car telemetry data of the weekend for certain drivers (VER, PIA, HAM, LEC)<br>• Compared the telemetry of VER and PIA for Pole Position, analyzing strengths and weakness of their lap<br>• Studied HAM, LEC, RUS car telemetry to get better understanding of ERS Deployment |
| Impact | • Helped in getting to know more about car setups and who is more likely to win<br>• Comparing drivers of a team, understanding the driver characteristics giving a development direction for the car |

## EDUCATION

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

| CGPA | • 8.21 |
|---|---|
| Relevant Coursework | • Linear Algebra, Calculus, Python, Probability and Statistics, Data Analysis |
| Examinations | • Qualified in GATE Data Science and Artificial Intelligence (DA) 2025 |
| Certifications | • Complete Machine Learning and Data Science Program by GeeksforGeeks<br>• Python Libraries for Data Science |
| Achievements | • Secured Rank under 50 in Analytics Olympiad 2023 conducted by Shiv Nadar University |