

# Saurav Ghag

+91 9930806262 — <mailto:mailtosauravghag@gmail.com> — [www.linkedin.com/in/saurav-ghag-2454511a9](https://www.linkedin.com/in/saurav-ghag-2454511a9)  
[www.github.com/SauravGhagOfficial](https://www.github.com/SauravGhagOfficial) — [sauravghagofficial.github.io/](https://sauravghagofficial.github.io/)

Result-oriented data analyst with 2.5 years of experience at Samsung, leveraging Python, SQL, and BI tools to optimize marketing, sales, and pricing strategies driving Reliance Jio's network growth; post-graduate from BITS Pilani.

## Skills

**Data Analysis & Science:** Data Mining, Machine Learning, Natural Language Processing, Information Retrieval  
**Data Visualization:** Power BI, Tableau, Excel  
**Programming Skills:** Python, R, SQL, HTML, CSS, JS, PHP  
**Web Technologies:** Web Scrapping, AngularJS  
**Cloud Technologies:** IoT, Distributed Computing (OSC, NFVO, VNFM, PIM), AWS  
**Management:** Project, Operations, Team  
**Soft Skills:** Presentation, Public Speaking, Storytelling, Communication, Leadership  
**Designing:** Adobe(Photoshop, Illustrator, XD, InDesign), Figma

## Experience

### Samsung India Electronics Limited

Jun 2022 – Sept 2024

On Payroll of Bluebells Technosolutions Pvt. Ltd

Data Analyst

- Analyzed large telecom datasets using Python and SQL to deliver insights that drove growth, improved operations, and optimized marketing and sales strategies.
- Developed and automated interactive BI dashboards and reports using Tableau/Power BI and Excel to track KPIs like ARPU, churn rate, customer acquisition, retention, and campaign ROI for data-driven decisions.
- Created customer segmentation and churn prediction models leveraging Python's data science libraries, reducing churn by 10% and boosting user engagement through targeted campaigns.
- Collaborated cross-functionally with marketing, product, operations, and technical teams, integrating diverse data sources and accelerating insights delivery with advanced analytics tools.
- Supported pricing and marketing optimization during the 5G rollout phase, contributing to a 12% revenue increase through data-driven strategies.
- Improved marketing campaign ROI by 20% through multi-channel performance analysis and budget optimization using BI tools and Excel modeling.
- Delivered ad hoc analyses and presented actionable insights to leadership, facilitating strategic initiatives with clear visualizations and Python-based data exploration.

## Education

### Birla Institute Of Technology, Pilani

Aug 2023 – 2025 (Completed - Final Marksheet Pending)

Master Of Technology

Work Integrated Learning Program

Software Systems : Specialization Data Analytics

CGPA: Current 6.26

### DY Patil's Ramrao Adik Institute of Technology, Navi Mumbai

Aug 2018 – Jun 2022

Bachelor of Engineering

Mumbai University

Electronics & Telecommunication Engineering

CGPA: 7.79

## Certifications

- IBM: Data Science Professional Certificate
- AWS Certified AI Practitioner AIF-C01
- Start-Tech Academy: Decision Trees, Random Forests, Bagging & XGBoost - R Studio
- Okot Samuel: Data Visualization with Power BI Simplified

## Projects

- **Monte Carlo for Predictive and Prescriptive Analytics in Business:** Master's Dissertation Research
- **Exploratory Data Analysis:** Personal Article on EDA
- **Airlines Fare Prediction:** Machine Learning
- **Password Strength Prediction:** Natural Language Processing
- **Stock Price Prediction:** Time Series Analysis
- **Retail Sales Analysis:** Python / SQL / Power Bi
- **Smart Medicine Dispenser & Health Monitor:** Bachelor's Final Year Project