SIDDHARTH JAIN

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Education

JSS Academy of Technical Education   **Nov. 2021 – May 2025**
Bachelor of Technology in Information Technology   *Noida*

Bharti Public School   **Apr. 2020 – May 2021**
Class 12   *Delhi*

Relevant Coursework

- Data Structures and Algorithms
- Operating System
- Database Management System
- Object Oriented Programming
- Data Analysis
- Software Development Life Cycle

Experience

APK Graphics   **Feb 2024 – May 2024**
Data Analyst Intern   *Delhi*

- Collaborated with a startup team to conduct comprehensive data analysis, utilizing web scraping techniques for data collection and extraction across diverse fields.
- Build an algorithm for determining optimal buy and sell signals using KITE API for stock market research in Python, integrating Hugging Face's space for enhanced analysis.
- Tech Stack: Python(Pandas, BeautifulSoup, Selenium, Matplotlib), Hugging Face's Space, Microsoft Excel, KITE API

ITDose Infosystems   **Oct. 2023 – Dec. 2023**
Software Developer Intern   *Noida*

- Optimized data processing efficiency in medical imaging software, reducing system lag and increasing accuracy in outputs.
- Contributed to healthcare analytics module by streamlining software flow and reducing bottlenecks.
- Documented functional requirements and test cases, and collaborated with cross-functional teams to improve delivery efficiency.

Projects

Hotel Booking Cancellation Risk Analysis | *SQL, Window Functions, KPI Reporting, Business Analytics*

- Analyzed 100k+ booking records to identify cancellation risk patterns and key factors.
- Used SQL window functions to analyze lead time, country trends, and customer types.
- Built KPI dashboards to highlight revenue impact and risk zones.

Customer Churn Analysis | *Python, Business Intelligence, EDA, MS Excel, RCA*

- Built churn prediction model using Logistic Regression and Random Forest, reaching 78% accuracy.
- Built rule-based segmentation and RCA for high-risk churn.
- Conducted data research and clustering to model market movements and ROI forecasting.

Zomato Sales & Customer Insights Dashboard | *Power BI, Python, Pandas, DAX, Excel, SQL, ETL*

- Conducted end-to-end exploratory data analysis (EDA) on Zomato's sales data to uncover trends in user behavior, order frequency, and regional sales performance.
- Engineered cleaned datasets using Python and SQL for input into a dynamic Power BI dashboard tracking KPIs such as daily active users, revenue by cuisine, and churn rates.
- Presented actionable insights that optimized menu offerings, increased retention by 12%, and improved campaign ROI.

Amazon Sales Analysis | *EDA, Python, Pandas, NumPy, Matplotlib, Seaborn*

- Conducted data cleaning and preprocessing on raw Amazon sales data using Pandas & NumPy to handle missing values, duplicates, and formatting issues.
- Performed Exploratory Data Analysis (EDA) to identify customer purchasing patterns, product performance, and demand distribution across categories and sizes.
- Delivered actionable insights to highlight revenue drivers, customer behavior, and inventory optimization opportunities.

Technical Skills

Languages: Python, Java, HTML, CSS
Databases: SQL, MySQL, PostgreSQL, NoSQL, Microsoft SQL Server, AWS
Data Analysis: EDA, ETL, Statistical Analysis, Data Cleaning, Data Modeling, A/B Testing, VBA
Developer Tools: Power BI, Tableau, Microsoft Excel(Advanced), PowerPoint, Alteryx
Soft Skills: Problem Solving, Cross-functional Collaboration, Effective Communication, Adaptability