

# SIDDHARTH JAIN

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## Education

### JSS Academy of Technical Education

*Bachelor of Technology in Information Technology*

**Nov. 2021 – May 2025**

*Noida*

### Bharti Public School

*Class 12*

**Apr. 2020 – May 2021**

*Delhi*

## Relevant Coursework

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

## Experience

### APK Graphics

*Data Analyst Intern*

**Feb. 2024 – Apr 2024**

*Delhi*

- Engineered and deployed a stock market trend prediction model with 82% accuracy, enhancing investment insights and reducing manual analysis time by 40%.
- Collaborated on cross-functional data tasks to align analytics with business goals.
- Conducted data mining and statistical analysis, uncovering 5 key trends that directly informed strategic decisions.
- Skills: Python, Pandas, NumPy, Selenium, Scikit-learn, Matplotlib, Hugging Face, Excel, APIs, Data Mining, ETL

### ITDose Infosystems

*Software Developer Intern*

**Oct. 2023 – Dec. 2023**

*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.
- Skills: Python, Software Development, Testing, Documentation, Cross-functional Collaboration

## Projects

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

- Analyzed 100k+ hotel booking records to uncover cancellation risks and patterns.
- Built SQL-based dashboards to monitor KPIs such as lead time, no-show frequency, and geographic impact.
- Applied business logic to identify revenue impact zones and customer behavior drivers.

### Customer Churn Analysis | *Python, Excel, Business Intelligence, Reporting*

- Developed a churn prediction model (78% accuracy) using logistic regression and random forest.
- Developed rule-based segmentation (ticket count, tenure, usage frequency) to flag high-risk users.
- Conducted data research and clustering to model market movements and ROI forecasting.

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

- 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.

## Technical Skills

**Languages:** Python, Java, HTML, CSS, Django

**Databases:** SQL, MySQL, PostgreSQL, NoSQL, Microsoft SQL Server, BigQuery(GCP)

**Data Analysis:** Statistical Analysis, Data Modeling, Data Cleaning, Data Manipulation, A/B Testing, EDA, ETL

**Frameworks/Libraries:** Pandas, NumPy, Matplotlib, Seaborn, Selenium, Plotly

**Developer Tools:** PowerBI, Tableau, Microsoft Excel, PowerPoint, Alteryx