

Nikhil Rajput

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Data analytics professional with 3 years of experience in data wrangling, data visualization, machine learning, and reporting. Well organized with the ability to manage multiple workloads and consistently meet deadlines. Seeking full-time opportunities in the field of data science and business intelligence.

EDUCATION

Master of Science, Operations Research, University of Delhi, Delhi
Bachelor of Science, Mathematical Sciences, University of Delhi, Delhi

May 17
May 14

EXPERIENCE

Assistant Manager, Incisiv, Gurugram

Mar 21 - Present

- Use AWS stack like redshift, athena and S3 to store and analyze short term and long term historical data for comparisons of sales, profit for various product categories, channels for retail client and analyze trends.
- Completed automation of a weekly executive report with heterogeneous data sources like google analytics, big query etc. **Critical stakeholders get to view all the go-to metrics now at one place which helps in better planning and forecasting.**
- Implemented tools like tableau along with AWS and GCP to ingest data in it from cloud using connectors and present insights visually as per client requirements. **This enabled data aggregation at one place – with visualization telling the data story.**
- Prepared weekly/monthly decks of various KPIs coming from different data sources and across various channels, categories- both digital and physical. These decks are shared with onsite decision makers. **This allows review of financial performance both weekly and monthly seamlessly.**

Business Analyst, Evalueserve, Gurugram

Jun 17 – Apr 20

- Developed a loan default prediction model for profit maximization for a consumer bank. After implementing the best of three models, the bank was able to realize a **profit of \$169.41/loan as compared to a loss of \$990.12/loan before model was implemented.** Various KPIs of the client like expenses, revenue, operating profit, ROE, ROA, AUM, customer survey score etc. were presented in weekly/monthly reports/ dashboards to the client.
- Was part of a churn model for a telecom company. Recommendations were shared with client about **high value customers** and most critical factors driving churn rate as per our model. Also worked on a price change project for the same client. The prices of various products like broadband, TV, landline etc. were checked for threshold limit. **The client realized a revenue increase of 18% Q-o-Q and a jump of 15% and 18% for broadband and TV orders respectively.**
- Prepared reports/dashboards for important metrics like NPS, revenue, churn rate, ARPU, SAC, MOU for telecom client. Top revenue generating products across product lines, top NPS score products, highest and lowest churn rates product wise, ARPU and SAC for various products, segment wise.
- Worked on building a sales forecast model for a retail company with around 450 stores located in various cities across USA, predicting department wise sales for each store. Recommended actions based on insights drawn from sales prediction led to client **cutting OPEX by 9.6% for next quarter, better inventory management and sales increment by 13% in select stores.**

Data Analyst Intern – Sopra Steria, Noida

May 16 – Aug 16

- Completed a project on market basket analysis using R. The project was done on customer data of a European retail company with data of 3 million customers. A final report prepared with insights derived from R data modelling for recommendation purposes.
- A case study for credit card fraud analysis. A segregation of customers needed to be done based on likelihood of credit fraud. Solution to case study involved various data mining algorithms like SVM, neural networks, CRT and regression analysis, achieved with R.

ACADEMIC PROJECTS & COMPETITIONS

- Factor Analysis – prepared a report on various factors influencing the swimming pools of Delhi NCR and deriving the most critical reasons for opting the sport.

CERTIFICATIONS

- **Advanced Google Analytics, Google**
- **Big Data Engineering Certification- EICT and IIT-Roorkee**

SKILLS

- **Tools and Languages:** Python, Tableau, Google Analytics, MySQL, AWS(Athena, S3, Redshift), Power BI, GCP(google big query), Advanced Excel
- **Data Science:** Supervised and Unsupervised Machine Learning algorithms, statistics, KNN, Business Intelligence, Clustering, Cross-Validation, Support Vector Machine, Decision Tree, Random Forest, Gradient Boosting, Bagging, Data Modeling, PCA