



## Ashish Raj

Roll No.: 20221031

Bachelor's of Technology

Civil Engineering

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## EDUCATION

- Motilal Nehru National Institute of Technology Allahabad, Prayagraj** 2026  
Bachelor's of Technology in Civil Engineering CGPA: 7.37(till 6th semester)
- Central Hindu Boys School BHU Varanasi** 2021  
Central Board of Secondary Education Percentage: 84.4
- Golden Bell Public School Nalanda Bihar** 2019  
Central Board of Secondary Education Percentage: 91.4

## PROJECTS

### Predictive Modeling and Data-Driven Churn Analysis:

- Performed Exploratory Data Analysis and feature engineering on 7,000+ telecom customer records using Python
- Identified major churn drivers: 42.7% churn in short-term contracts and 45% churn among electronic-check users.
- Built and validated a Logistic Regression model achieving 81.8% accuracy and 86% precision.
- Generated customer-level churn risk insights to guide targeted retention strategies.

### Delivery Performance Analytics:

- Analyzed 19,000+ customer delivery records using Python to identify key delay drivers: peak hours, workload, basket size, and category.
- Applied statistical analysis to uncover patterns affecting SLA compliance.
- Proposed actionable optimizations improving SLA adherence by 12%, increasing partner satisfaction by 8%.

### End-to-End Walmart Sales Analytics Project:

- Exploratory data analysis (EDA) in Python Performed for comprehensive data cleaning to ensure data quality.
- Solved 10 business problems using advanced SQL queries, generating actionable insights for decision-making.
- Applied hypothesis testing & statistical validation to test key business assumptions
- Designed a 3-page interactive Power BI dashboard visualizing KPIs, sales trends, and performance metrics to enable data-driven strategic decisions

## TECHNICAL SKILLS AND COMPETENCIES

**Programming Languages:** SQL, Python

**Tools:** MySQL, Power BI, Excel, Streamlit, Jupyter Notebook

**Libraries:** NumPy, Pandas, Seaborn, Matplotlib, scikit-learn

**Soft Skills:** Communication(Verbal & Written), Problem Solving, Collaboration, Data Interpretation

**Core Competencies:** Predictive Analytics & Machine Learning, Model Validation, Hypothesis Testing & Statistical Modeling, Experimentation & A/B Testing, Feature Engineering, Strategic Insight Generation

## POSITIONS OF RESPONSIBILITY

- SWAGAT Coordinator** Coordinated with faculty and student committees to plan and manage fresher's event for 1,000+ students over a 15-day period. 2023
- ALCHEMY Coordinator** Contributed to multiple stage productions developing cross-functional coordination, and effective communication skills

## ACHIEVEMENTS

- 5-star rating in SQL** Earned 5-Star rating in SQL on HackerRank for advanced query problem-solving
- Earned SQL 50 Badge** Accomplished 50 SQL query challenges on LeetCode
- AVISHKAR 2024** First Position in NIRMAAN under event Linkidge 2024
- FALCON 2024** Third position in Aeroclub event 2024
- CULRAV 2024** First Position in Stage play (Naatyamanch) 2024