Yash Chowdhary

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Experience

Accenture North America

- Gained hands-on experience with **project team structures** and learned how to analyze and interpret **client project briefs** effectively.
- **Cleaned, modeled, and analyzed data** to generate actionable insights aligned with client objectives.
- Bridged the gap between **business goals and data analytics** by delivering relevant, engaging, and impactful insights.
- Prepared and presented **tailored recommendations** to clients, enhancing decision-making through clear, data-driven narratives.

Projects Complete Portfolio

Predictive CLV and Behaviour Analysis | Python, Pandas, Scikit-learn, Matplotlib, Seaborn | **View Project**

- Conducted **RFM** analysis to assess customer lifetime value (CLV) and uncover purchasing behavior patterns.
- Applied **K-Means clustering** to segment customers into actionable groups, enabling tailored marketing strategies.
- Developed **ML models** to predict both the likelihood of customer purchases and the expected transaction value.
- Performed **cohort analysis** to calculate long-term CLV and evaluate the effectiveness of marketing initiatives.

Multichannel Segmentation Analysis with ETL | Python, Pandas, Scikit-learn, Apache Kafka, Plotly | **View Project**

- Engineered **time series features, customer metrics, and lifespan** indicators to enhance data quality for segmentation.
- Used **K-Means clustering** and **Silhouette Score** to segment customers and conducted in-depth analysis of outliers.
- Built a **robust ETL pipeline** to automate data ingestion from APIs, databases, and local files, ensuring seamless integration.
- Transformed and loaded processed data into a centralized **MySQL database** for efficient querying and analytics.
- Integrated **Apache Kafka** to enable real-time data streaming, ensuring continuous flow and scalability for multichannel data pipelines.

Comprehensive Business Insights Analysis | Excel, PivotTable, SQL, MySQL | **View Project**

- Solved over **100 business problems** using datasets from **Amazon, Zomato, and Netflix**, focusing on key metrics like revenue, customer retention, and inventory performance.
- Wrote optimized SQL queries to calculate **CLV, revenue trends, and category performance**, supporting better decision-making for business.
- Designed dynamic dashboards in **Tableau** to visualize trends like **customer segmentation, retention rates**, and **employee performance matrices**, delivering actionable insights.

Crypto Realtime Data Reporting and Forecasting | Python, Prophet, Pandas, smtplib, Matplotlib | **View Project**

- Developed a real-time cryptocurrency data analysis platform that **aggregates and visualizes live market data** providing actionable insights.
- **Automated** the process of fetching real-time cryptocurrency data, performing analysis, generating forecasts and **sending daily reports via mail.**
- Utilized Facebook Prophet to **forecast the price trend** for the next 7 days.
- Daily reports include the complete cryptocurrency dataset, top 10 gainers and losers as well as a jupyter notebook with **daily analysis and forecasting report** that could be scaled for multiple users.

Technical Skills

Programming: Java, SQL, Python, R, JavaScript, C++
Analytical Tools: Excel, Power BI, Tableau, Jupyter Notebook
Libraries & Frameworks: Pandas, NumPy, Matplotlib, Seaborn, Express.js, React.js, Node.js
Version Control: Git, GitHub
Databases: MySQL, PostgreSQL
Coursework: Data Wrangling, Manipulation, Modelling, EDA, Segmentation, Feature Engineering, Requirement Gathering, Normalization, PCA

Education

- Techno India University   2020-2024
  B. Tech in Computer Science & Engineering – Artificial Intelligence   8.0/10 CGPA

Highlights

- Solved **150+ problems with SQL** and worked on **25+ interactive dashboards**
- Solved **300+ data structures and algorithms** problems. [leetcode]
- **Finalist AI Unite Hackathon** – Team Parmatma. [link]
- Developed and collaborated on multiple full-stack applications using **MERN stack**. [skillstack]
- Completed Jonas Schmedtmann's **JavaScript course** and the Complete **Java Programming course** on GeeksForGeeks.
- Gained **3+ years** of experience in Marketing & Content Strategy **leading a team of 6** and managing video production workflows, worked with emerging creators and solved creative problems with a strong focus on delivering impactful, data-driven results.