

# AFNANKHAN

## Data Scientist

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Noida, India

### SUMMARY

Enthusiastic and detail-oriented Data Analyst skilled in Python, SQL, Power BI, NumPy, Pandas, Matplotlib, and Seaborn. Experienced in data cleaning, transformation, and EDA to extract insights. Proficient in feature engineering, supervised G unsupervised ML models, and predictive analytics to build dashboards, reports, and drive data-based business decisions.

### EDUCATION

Swami Vivekananda subharti university Meerut

2022 - 2025

### PROJECTS

#### Customer Segmentation Analysis

- Noida, India
- Utilized clustering algorithms (**K-Means, DBSCAN**) to segment customers based on purchasing behavior and demographics.
- Performed data cleaning, transformation, and exploratory data analysis (**EDA**) using **Python (Pandas, NumPy, Matplotlib, Seaborn)**.
- Designed SQL queries to efficiently extract, join, and analyze large customer datasets.**
- Delivered actionable insights that enabled targeted marketing, personalized promotions, and improved customer retention by **15%**.

#### Business Sales Dashboard

- Noida, India
- Built a Power BI Business Sales Dashboard using SQL to analyze Orders (**25K+**), GMV (**₹12.5M**), Revenue (**₹8.3M**), and Customer metrics (**10K+ customers**) across multiple levels.
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- Created drill-down views by Category (**12+**), Brand (**30+**), Product (**150+**), Store (**50+**), City (**20+**), and State (**10+**) for detailed performance tracking.
- Performed all KPI, growth % (**12.4%**), and MTD vs LM calculations (**8.7%** improvement) in SQL and presented the analytics through interactive Power BI dashboards.
- Delivered insights on top products (**Top 10 contributing ~45%** of sales), high-performing stores (Top 5 stores driving **~38%** revenue), and customer acquisition trends (**15% QoQ**) to support business decisions.

#### Sales360 Analysis

- Noida, India
- Analyzed **1M+** sales records using advanced SQL queries to **extract, clean, and transform data for Sales360 analysis.**
- Tracked key **KPIs—Orders, Revenue, GMV, Customers—across regions and product lines, improving reporting accuracy by 30%.**
- Identified top-performing products contributing **42%** of total revenue and flagged underperforming categories with an **18%** YoY decline.
- Delivered insights that helped boost sales visibility and supported decisions that improved customer retention by **12%** and revenue forecasting accuracy by **25%**.

### SKILLS

Excel	MySQL	Python	Pandas
NumPy	Matplotlib	Seaborn	
Power BI	Data Cleaning	ETL	
Data Manipulation	KPI Analysis		
Data Visualization	EDA		
Statistical Analysis			
Report G Dashboard Development			
Supervised ML(Regression)			
Classification	Unsupervised ML		
K-means	DBSCAN		
Model Evaluation			

### KEY ACHIEVEMENTS

#### Data Workflow Automation G Reporting Efficiency

Improved reporting efficiency by 40% by automating SQL-based data workflows and building interactive dashboards in Power BI.

#### Advanced Data Analysis G Insight Generation

Analyzed 50,000+ data points using Python (Pandas, NumPy) to uncover trends and improve decision-making accuracy.

#### Machine Learning Model Development G Business Impact

Built ML models (K-Means DBSCAN, Linear Regression, Classification) achieving up to 85% accuracy, supporting customer segmentation and forecasting.

### TRAINING / COURSES

#### DATA SCIENCE with GENERATIVE AI

skilledUp Technology PVT.LTD