

# 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 & 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 & Dashboard Development					
Supervised ML(Regression)					
Classification		Unsupervised ML			
K-means		DBSCAN			
Model Evaluation					

## KEY ACHIEVEMENTS

### Data Workflow Automation & Reporting Efficiency

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

### Advanced Data Analysis & Insight Generation

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

### Machine Learning Model Development & 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