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**Selected Data Analytics Projects**

**Customer Churn Analysis Project | SQL, MySQL**

[**https://github.com/akhilsingh2607/Customer-Churn-Prediction-by-SQL**](https://github.com/akhilsingh2607/Customer-Churn-Prediction-by-SQL)

* Cleaned and transformed customer data using SQL (STR\_TO\_DATE, UPDATE, ALTER) for churn prediction analysis
* Designed and executed SQL queries to extract key insights: churn rate, customer lifetime value, top spenders, and subscription trends
* Identified behavioral patterns such as purchase frequency, churn timing, and yearly spend
* Resulted in actionable metrics that could improve retention and business strategies

**Power BI Dashboard Project – Super Store Global Sales Analysis  
*Tools Used: Power BI, DAX, Excel***

[**https://github.com/akhilsingh2607/INFOCEPTS-SUPER-STORE-GLOBAL-ANALYSIS**](https://github.com/akhilsingh2607/INFOCEPTS-SUPER-STORE-GLOBAL-ANALYSIS)

* Designed and developed an interactive Power BI dashboard for analyzing global retail sales data from 2012–2016.
* Integrated data across multiple countries and cities to highlight key metrics including Total Sales ($12.6M), Profit ($1.5M), and Profit Ratio (12%).
* Created dynamic visuals for Sales by Country, City, and Category with drill-through capabilities and filter options by year/month.
* Utilized DAX measures for calculating sales trends, profit ratio, and identifying top-performing sub-categories and cities.
* Enabled actionable business insights with a global sales map and detailed sub-category profit breakdowns.

**Uber Ride Data Analysis | Power BI**

[**https://github.com/akhilsingh2607/Uber-Analysis**](https://github.com/akhilsingh2607/Uber-Analysis)

* Designed a dynamic Power BI dashboard to analyze Uber ride trends, focusing on ride volume, time-based demand, and location-based usage.
* Built key DAX-driven KPIs including Total Rides, Top Pickup Zones, Peak Hours, and Hourly Ride Distribution for intuitive data navigation.
* Revealed insights such as 5–9 PM peak demand, Friday/Saturday ride surges, and Downtown/Airport as highest-demand locations.
* Applied data modeling and visualization best practices to transform raw datasets into strategic, business-friendly visuals.
* Demonstrated core skills in Power BI, DAX, Data Analysis, and Visualization, delivering a tool for data-driven operational decisions.
* **Cleaned and analysed Case Study on Car Insurance in Excel**

Used index matching, LookUp functions, and if functions to solve the adequate problems

**SKILLS**

* **MySQL**
* **Python**
* **Power BI & DAX**
* **Data Modelling & Visualisation**
* **MS EXCEL**

**EXPERIENCE**

* **Founder of True Cleaner Start-up**

It was a home cleaning product brand stared in start of 2023 and shut it down in end of 2024

* **Co-Founder of errorshop.in start-up**

It was trending style T-shirts ecommerce business started in start of 2022 and shut it down in end of 2022

**Certifications**

* **Hacker Rank SQL (Basic & Intermediate)**
* **Excel, Python, Power BI and MySQL certification by IVY**
* **HP Life Data Science and Analytics**

**Education Level**

**Data Analytics Certification - IVY Professional School (Feb 2024 - Present)**

2/11/2024 – Present

**BSc Maths Honours**

City College, Calcutta University

2021-2025

**Higher Secondary and Secondary**

STSV Public School, Ara, Bihar

DAV Public School, Ara, Bihar