

ANSHUL BANKEY

Harda, Madhya Pradesh

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Education

VIT Bhopal University

B.Tech Major in Computer Science and Minor in Gaming Technology

Sep. 2022 – May 2026

CGPA, 8.23/10.0

Sanskar Vidhyapeeth Harda

Grade XII (CBSE)

July. 2021 – June 2022

Percentage, 72.4%

Sanskar Vidhyapeeth Harda

Grade X (CBSE)

July. 2019 – June 2020

Percentage, 82.6%

Experience

Cuemath

Data Analyst Intern

April 2025 – June 2025

- Engineered a real-time analytics dashboard using Python, SQL, and Tableau to monitor student engagement, quiz outcomes, faculty feedback, and payment compliance — enhancing data accuracy by 45% and reducing reporting time by 35%.
- Utilized Pandas and SQL-based logic to detect inactive learners and identify students who purchased courses but never enrolled, driving 60% improvement in reactivation and conversion rates through targeted interventions.

Projects

AI-Driven Customer Retention and Sales Growth Analytics

Dec 2025

- Designed an end-to-end AWS-based analytics pipeline integrating SQL, Python (ML), and Power BI to analyze churn and retention patterns across 1.5M+ user records, simulating a production-scale environment.
- Developed and evaluated churn prediction models (Logistic Regression, Random Forest/XGBoost) achieving ROC-AUC 0.85+, identifying high-risk users using behavioral, inactivity, and engagement features.
- Translated ML outputs into business actions by creating churn risk segments and executive dashboards, enabling data-driven retention strategies such as targeted outreach for inactive and high-failure users.

UPI / FinTech User Behavior Analytics

Oct 2025

- Performed SQL-based cohort analysis on 100K+ users, identifying 61.7% inactivity (60+ days) and 5.8% early churn (within 7 days) to support retention strategy.
- Analyzed marketing campaign performance using SQL, finding Cashback Offers as top-performing (52.51% conversion) and driving 38.4% user re-engagement post-campaigns.
- Linked customer support and transaction data to churn, revealing 14.5% of unresolved tickets led to uninstalls and high failure-rate users disproportionately churned, highlighting product and support gaps.

Power BI Dashboards

Aug 2025

- ATM Transactions Dashboard:** An interactive dashboard to track cash withdrawal patterns, transaction volumes, and ATM downtimes, helping identify 15% underperforming locations for optimization.
- E-Commerce Sales Dashboard:** Regional and category-wise sales trends, customer behavior, and profit margins, driving 18% improvement in marketing campaign efficiency.
- Electric Vehicle Sales Dashboard:** A market analytics dashboard highlighting EV adoption rates, manufacturer share, and monthly sales growth, uncovering a 25% YoY increase in key regions.
- AI-Driven Customer Retention Analytics:** Created Power BI dashboards integrating AWS and ML outputs to track churn risk, campaign conversion, and retention metrics, flagging 1 in 4 users as high risk and quantifying 40% revenue exposure from disengaged cohorts

Technical Skills

Languages: Python, SQL **Data & Analytics Tools:** Jira, Tableau, Power BI, Excel

Techniques: Data Analytics, Data Visualization, Business Insights

Database Management: SQL Databases, Query Optimization, Database Design

Frameworks & Libraries: Pandas, NumPy, Matplotlib, Seaborn

Data Engineering & Cloud: AWS (S3, RDS, Lambda, Redshift, Quicksight, Athena)

Certifications

- Certified in SQL (Intermediate/Hard) – HackerRank and Data Analysis Visualization with Python – IBM
- Served 2 years in National Service Scheme (NSS) Unnat Bharat Abhiyaan contributing to social welfare, community rural development initiatives under Govt. of India