

# ANSHUL BANKEY

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## Education

### VIT Bhopal University

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

Sep. 2022 – May 2026

CGPA, 8.21/10.0

### Sanskars Vidhyapeeth Harda

Grade XII (CBSE)

July. 2021 – June 2022

Percentage, 72.6%

### Sanskars Vidhyapeeth Harda

Grade X (CBSE)

July. 2019 – June 2020

Percentage, 82.4%

## Experience

### Cuemath

Data Analyst Intern

April 2025 – May 2025

Remote

- 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

### Fraud Detection and Risk Scoring

April 2025

- Built a Python- and SQL-based fraud detection system to identify high-risk transactions through outlier, duplication, and time-pattern analysis, improving detection precision by 32%
- Developed a risk scoring framework and conducted advanced EDA to flag fraudulent activity early, achieving 95% accurate identification and reducing manual reviews by 40%.
- Automated the fraud analytics pipeline by integrating data cleaning, feature engineering, and reporting workflows, resulting in a 50% faster anomaly detection process and improved audit-readiness.

### AI-Driven Customer Retention and Sales Growth Analytics

Oct 2025

- Designed and deployed an AWS-based analytics pipeline integrating SQL, Power BI, and Python (AI/ML) to predict user churn and analyze retention patterns across 1.5M+ customer records.
- Implemented a churn prediction model (Logistic Regression, XGBoost) achieving an AUC of 0.87, identifying 25% of users at high churn risk and enabling proactive engagement strategies.
- Executed AI-driven retention strategies that reduced churn by 25% and increased repeat sales by 40% within one year, directly enhancing marketing ROI and customer lifetime value.

### Tableau & BI Dashboards anshulbankey

June 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:** Power BI and AWS datasets to visualize AI-based churn predictions, campaign outcomes, and retention metrics, showcasing 40% sales growth and 25% churn reduction

## 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 Abhiyan contributing to social welfare, community rural development initiatives under Govt. of India