

Ashim Shrestha

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SUMMARY

Data Analyst | Python-Driven Data Analysis and Research Support. Skilled in Cleaning, Validating, and Exploring Complex Datasets to Generate Evidence-Based Insights. Collaborative Problem-Solver Focused on Hypothesis Testing, Data Quality, and Supporting Research-Driven Decision Making.

EXPERIENCE

Extensodata (FISoft International) <i>Business Insight Analyst</i>	Pulchowk, Lalitpur <i>April 2025 –</i>
<ul style="list-style-type: none">Conducted in-depth analysis of borrower transaction datasets using Python to uncover patterns, anomalies, and trends affecting repayment behaviour, supporting improvements in credit assessment processes.Developed and maintained Python scripts for data cleaning, transformation, and validation, ensuring high-quality datasets for research and analytical investigations used in loan product evaluation.Performed exploratory analyses and hypothesis testing to generate evidence-based insights for loan product design, credit model enhancements, and other strategic business initiatives.	
Growthzilla <i>Marketing Analyst</i>	CA, United States <i>June 2024 – March 2025</i>
<ul style="list-style-type: none">Analysed marketing datasets using Python and SQL to uncover patterns in customer behaviour, segment audiences, and generate evidence-based insights for targeted campaigns.Conducted hypothesis testing and exploratory analyses to evaluate marketing strategies, improve engagement, and optimise customer acquisition initiatives.Provided actionable recommendations based on data-driven research to support strategic business decisions and cross-functional initiatives.	
Daraz Kaymu Pvt. Ltd. <i>Senior Business Intelligence Analyst</i>	Kathmandu, Nepal <i>February 2021 – March 2024</i>
<ul style="list-style-type: none">Extracted, transformed, and analysed large datasets using Python and SQL to support data-driven decision-making and business intelligence reporting.Designed and implemented predictive models, including time series forecasting and regression, to inform KPI targets and strategic business initiatives.Applied business intelligence techniques using Power BI and advanced analytics tools on cloud platforms (GCP, Alibaba) to generate actionable insights for operational improvements and CRM strategies.	
Impetus Inc. <i>Jr. Data Engineer</i>	Lalitpur, Nepal <i>October 2020 – Feb 2021</i>
<ul style="list-style-type: none">Performed ETL operations with SSIS, developing and maintaining data pipelines to cleanse, enrich, and integrate data from multiple sources.Built dashboards and visualisations using BI tools like Power BI and Tableau, collaborating with diverse teams to address business needs.	
Delta Creation <i>Data Analyst</i>	Kathmandu, Nepal <i>Mar.2019 – Mar2020</i>
<ul style="list-style-type: none">Developed and implemented data collection systems and analytics strategies to optimise statistical efficiency, data quality, and key performance insights.Conducted full lifecycle analysis and collaborated with cross-functional teams to prioritise business needs and design effective data solutions.	

Skills

Programming & Data Tools: Python (Pandas, NumPy), SQL, PySpark, DuckDB
Data Platforms: Microsoft Fabric, BigQuery, Looker, Metabase, Excel, Tableau, Power BI
Statistical & Analytical Methods: Hypothesis Testing, A/B Testing, Time Series Analysis, Regression, Exploratory Data Analysis, Data Validation
Other Skills: Google Analytics, Tag Manager, Research Support, Data Quality Assurance, Collaboration, Communication, CRM, Customer Behaviour Analysis

EDUCATION

Tribhuvan University <i>B.Sc. Computer Science and Information Technology</i>	Kathmandu, Nepal <i>Graduation Date: 2016</i>
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