

ASHISH KASHYAP

Data Analyst | Business Analyst

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SUMMARY

Data Analyst with hands-on experience in SQL, Power BI, and Python, focused on customer churn analysis, SaaS funnel optimization, and revenue analytics. Built end-to-end dashboards and business insights projects using real-world datasets to support data-driven decision-making. Experienced in using AI automation tools to speed up analysis, documentation, and executive reporting.

SKILLS

SQL | Power BI | Python | Excel | Data Analysis | Business Analysis
Churn Analysis | Funnel Analysis | Cohort Analysis | KPI Development
Data Visualization | Communication | Slack | Jira | ChatGPT | Claude AI | Julius AI | Gamma AI.

EXPERIENCE / PROJECTS

• Data Analyst (Project)

Customer Churn & Revenue Retention Analysis

- Analyzed \$53K in monthly revenue leakage using customer churn analytics
- Identified that 52.74% of customers churned, indicating major retention risk
- Found Enterprise and Basic plans showed higher churn rates
- Discovered strong correlation between low product usage and churn

Tools: SQL, Power BI, Python, Excel

GitHub: <https://github.com/ashishanalytics/Customer-Churn-Analysis>

• Business Analyst (Project)

SaaS Funnel & Cohort Analytics

- Built an end-to-end SaaS funnel from signup to paid conversion
- Identified major drop-off where only 11 of 20 signups converted to paid users
- Analyzed cohort performance showing earlier cohorts outperformed recent ones
- Highlighted revenue dependency on Pro users

Tools: SQL, Power BI, Python | **GitHub:** <https://github.com/ashishanalytics/saas-funnel-analysis>

• Data Analyst (Project)

Online Retail Customer & Retention Analytics

- Analyzed \$10.05M in revenue with a 66.77% repeat customer rate.
- Applied Pareto principle to identify high-value customers driving majority revenue
- Performed cohort-based retention analysis to track repeat behavior
- Identified UK as the highest revenue-contributing country

Tools: SQL, Power BI, Python | **GitHub:** <https://github.com/ashishanalytics/online-retail-analytics>

EDUCATION

B.Sc (Hons) Data Science & Artificial Intelligence, IIT Guwahati (Online) — Expected 2028

CERTIFICATIONS: Google Data Analytics Professional Certificate | SQL for Data Analysis | Python for Data Science & Analytics