ASHISH KASHYAP
Data Analyst | Business Analyst

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SUMMARY
Data Analyst with hands-on experience in SQL, Power BI, Python, and Excel.
Specialized in customer churn, SaaS funnel, cohort, and revenue analytics.
Experienced in building dashboards and delivering data-driven business insights.

SKILLS
Analytics & BI: SQL, Python, Power BI, Excel Data Visualization**:** Line, Bar, Column, Scatter, Waterfall charts; multi-series reporting; clean formatting, DAX, Data Modeling
Business Analysis: Churn Analysis, Funnel Analysis, Cohort Analysis, KPI Development, Revenue Analysis, Data Storytelling
Tools & Collaboration: Git, GitHub, Jira, Slack
Productivity & AI: ChatGPT, Claude AI, Julius AI, Gamma AI

EXPERIENCE / PROJECTS
● Data Analyst (Project)
 Customer Churn & Revenue Retention Analysis
• Quantified $53K/month revenue leakage by analyzing customer churn across plans and usage behavior
• Identified 52.74% customer churn, highlighting a critical retention risk impacting recurring revenue
• Detected higher churn in Enterprise and Basic plans, indicating onboarding and value-realization gaps
• Established strong correlation between low product usage and churn, enabling usage-based retention targeting
• Recommended prioritizing Enterprise customer onboarding and proactive support to reduce high-value 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 to analyze revenue drop-offs
• Identified a major funnel drop-off with only 55% signup-to-paid conversion
• Performed cohort analysis revealing stronger retention and conversion in early signup cohorts
• Identified Pro users as primary revenue drivers, exposing monetization concentration risk
• Recommended improving activation and onboarding flows to increase paid conversion rat
• 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, identifying a strong 66.77% repeat customer base
• Applied Pareto analysis to identify top 20% customers generating the majority of revenue
• Conducted cohort-based retention analysis to track repeat purchasing behavior over time
• Identified the UK as the highest revenue-contributing market
• Recommended shifting focus from acquisition to retention to maximize LTV
• **Tools:** SQL, Power BI, Python GitHub: https://github.com/ashishanalytics/online-retail-analytics

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

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