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