

ASHISH KASHYAP

Data Analyst | Business Analyst

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Portfolio: <https://ashishanalytics.github.io/>

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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/Custom-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 rate
- 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.

