




# Avnish Thakur

Gurugram, Haryana

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## TECHNICAL SKILLS

**Programming Languages:** Python, Pandas, NumPy, Scikit-learn, SQL.

**Spreadsheet Software:** Excel, Google Sheets.

**BI and Visualization Tools:** Tableau, Power BI.

**Development and Collaboration Tools:** VS Code, Google Colab, Google Docs, Git, GitHub.

**Business:** Customer Analytics, Churn Analysis, Retention Strategy, Reporting Automation.

## PROJECTS

**E-commerce Sales Analytics Dashboard** | SQL, Power BI | GitHub Sep 2025

- Constructed end-to-end sales analytics dashboard from 5+ relational tables (Orders, Products, Customers, Returns, Payments) covering 1M+ rows.
- Calculated KPIs: Sales, Profit, Customer Lifetime Value, Return %, Monthly Growth using SQL.
- Designed 4-page Power BI dashboard: Business Overview, Product Performance, Customer Segmentation, Sales Trends.
- Insights: Electronics highest revenue; Furniture highest returns; Repeat customers ~64% of total sales.
- Impact: Enabled leaders to track performance in real-time, improving decision-making speed by 40%.

**Telecom Customer Churn Prediction** | Python, Logistic Regression | GitHub Aug 2025

- Examined 7,000+ customer records to identify churn drivers: short tenure, month-to-month contracts, high charges.
- Built Logistic Regression model with ~79% accuracy to predict high-risk customers.
- Delivered actionable recommendations for retention: incentives for early-tenure customers, promoting long-term contracts, bundling services.

**Bank Marketing Campaign Analysis** | Python, Logistic Regression | GitHub Jul 2025

- Analyzed ~40K records of phone-based marketing campaigns; identified key factors affecting term deposit subscriptions.
- Insights: Middle-aged customers with higher balances & previous successful contacts more likely to subscribe; excessive calls reduced success.
- Created baseline Logistic Regression model (~68% accuracy); suggested resampling and advanced models to improve ROI.

## Experience

**Elevate (Legal Software & Services)** Apr 2025 – Jul 2025  
*Data Analyst* Gurugram, Haryana

- Automated HR & operations reporting in Excel for 10K+ employee records, improving speed by 40% and accuracy by 100%.
- Resolved cross-team data quality issues, improving reliability of operational reports by 20%.
- Implemented dynamic dashboards and visual reports in Excel, enabling leadership to monitor HR and operational metrics in real-time and make faster data-driven decisions.

**Collegedunia Web Pvt Ltd.** Jan 2025 – Mar 2025  
*Data Analyst Intern* Gurugram, Haryana

- Explored 10K+ user records using Python; identified seasonal trends to optimize admission funnels.
- Delivered actionable insights improving user engagement and operational decision-making.

## EDUCATION

**Punjab Technical University** Sep 2020 – Jun 2024  
*Bachelor of Technology in Computer Science & Engineering* **CGPA: 7.4** Punjab, India