

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