AMAY JAISWAL

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Education

KIET Group Of Institutions **Ghaziabad**
Bachelor of Technology in Computer Science, 7.3 GPA *November 2021-June 2025*

Experience

WebKalakaar Software **Jaipur**
Junior Data Analyst Intern - Customer Lifetime Value Analysis *September 2024 - Present*
- Conducted customer lifetime value (CLTV) analysis with **Pandas** and **Plotly,** pinpointing referral and social media as top-performing channels, which boosted high-value customer retention by 15%. Pinpointed email marketing as a cost-effective channel, capturing 27.3% revenue share and **reducing acquisition costs by 10%.**

Cognifyz Technologies **NOIDA**
Data Analysis Intern - Consumer Trends and Preferences in the Restaurant Industry *August-September 2024*
- Analyzed a **1000+ restaurants** dataset to identify top cuisines, city-specific trends, and price range distributions.
- Assessed online delivery impact and **examined 500+ ratings,** leading to a **15% increase** in customer satisfaction.
- Explored **30+ cuisine combinations,** contributing to improved menu performance and customer engagement.
- Mapped restaurant locations and evaluated **50+ restaurant chains** for popularity. Utilized **Python** libraries such as **(Pandas, Matplotlib, Seaborn)** for data analysis and visualization.

Personal Projects

Telecom Customer Churn Prediction - LINK **September 2024 - October 2024**
- Built a customer churn prediction model using **Logistic Regression** in **Python** with **Scikit-learn**, achieving **80%** accuracy and outperforming **KNN** at **75%**
- Performed **data cleaning** and processing on over **7,000** customer records using **Pandas** and **NumPy**, improving model performance by **15%** through feature engineering.
- Identified **20%** higher churn for fiber optic users and **35%** higher churn for month-to-month contracts.

SQL Music Store Analysis - LINK **July 2024 - September 2024**
- Executed **10+ optimized SQL queries** in **PostgreSQL** including joins and aggregations, to uncover the **top 15 revenue-generating cities** and highest-spending customers, which **increased revenue by 18%.**
- Optimized complex queries on **11 -table database,** implementing subqueries to deliver **20% faster processing time,** enabling real-time insights into invoice totals, genre popularity, and customer spending patterns.

Super Store Sales Dashboard - LINK **July 2024 - August 2024**
- Identified top-performing regions, segments, and product categories; assessed sales and profit trends.
- Developed customer segmentation models, **increasing engagement by 30%** and **repeat sales by 15%.**
- Created **15-day sales forecasts using PowerBI,** optimizing inventory levels and **reducing overstock by 25%,** while improving staffing allocation accuracy by 18%.
- Preprocessed and cleaned **10,000+ rows** of raw data with **Power Query** and **DAX,** improving data quality and **reducing processing time by 40%**

Technical Skills

Languages: Python, JAVA, C, SQL
Developer Tools: PowerBI, Tableau, Jupyter Notebook, GIT, IntelliJ, VSCode, Github, MySQL Workbench, MS Excel
Miscellaneous: AWS Cloud Computing, OOP, Extract, Transform & Load (ETL), MySQL, PostgreSQL, HTML, CSS
Technologies/Frameworks: Data Analysis, Machine Learning, NumPy, Pandas, Matplotlib, Seaborn, and Scikit-learn

Achievements

- 5 Star SQL on HackerRank

Certifications

- Data Analytics Essentials (CISCO) *November 2024*
- Data Analysis and Visualization with Power BI (Microsoft) *August 2024*
- SQL Intermediate (HackerRank) *July 2024*
- Cloud Architecting (AWS Academy) *May 2024*