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%.
- Utilized **A/B testing** and performance dashboards to pinpoint email marketing as a cost-effective channel, capturing **27%** 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 Supply Chain Analysis - LINK   **July 2024 - September 2024**
- Quantified order volume (15% of total orders cancelled) and identified peak cancellation days using SQL queries, improving business **cancellation prediction by 10%.**
- Delivered data-backed insights on customer behaviour, revealing that **10%** of customers contributed **60%** of revenue, driving enhanced retention strategies and supporting inventory optimization decisions.
- Developed and executed complex **SQL queries using JOINs, CASE statements,** and **Window functions** for **ABC classification** and service level analysis.

Credit Card Financial Dashboard - LINK   **July 2024 - August 2024**
- Designed and deployed a Credit Card Financial Dashboard using **Power BI** and **PostgreSQL** analyzing 46M transactions to uncover customer spending patterns.
- Preprocessed and cleaned **100K+ rows of data** with **SQL** and **Power Query**, ensuring data accuracy.
- Designed and implemented advanced **DAX queries** to segment customers by age, income, and card type, contributing to a **28.8% weekly revenue growth** and identifying high-value demographics.
- Delivered insights on activation rates (57.5%), delinquency rates (6.06%), and gender-based revenue contributions.

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*