Ajit Dixit

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Education

B.Tech in Computer Science, VIT Bhopal   *Oct 2022 – Present*

Skills

Data Analysis & Visualization: Power BI, DAX, Excel, Pandas, NumPy, Seaborn, Matplotlib, Data Visualization
Programming & Database: Python, SQL, JavaScript, C++, REST APIs, Git, VS Code, DSA
Data Engineering & Modeling: Data Cleaning, EDA, Feature Engineering, Data Modeling, ETL Processes, Data Warehousing
Analytics Techniques: Forecasting, KPI Design, Reporting, Statistical Analysis, A/B Testing, Regression Analysis, Hypothesis Testing

Education

B.Tech in Computer Science, VIT Bhopal   *Oct 2022 – Present*

Experience

Data Analytics Intern — KL LAB   *May–Jul 2024 | Remote*

- Orchestrated the build and enhancement of 4+ interactive dashboards using SQL, Power BI and Excel; this accelerated KPI monitoring, and trimmed monthly reporting cycles by 30% through workflow automation.

- Revolutionized data workflows by implementing automated solutions for 3 critical data pipelines, increasing data processing speed by 20% and positively impacting decision-making across the organization.

- Governed 100K+ row datasets, upholding 99% data integrity within analytics pipelines, which consequently strengthened the consistency of downstream reporting and machine learning workflows.

Projects

UPI Fraud Preeiction System   *Python, ML,UI/UX*
GitHub | Live Demo

- Developed a machine learning pipeline to detect fraudulent UPI transactions using 10,000+ data points, achieving a 92% accuracy rate.

- Pioneered advanced feature development focused on transaction frequency and temporal patterns, boosting anomaly detection capabilities; this resulted in a 0.05 increase in the model's F1-score performance.

- Deployed and integrated the model using FastAPI for real-time inference, reducing false positives by 15% and enhancing trust and security in transaction-screening workflows.

Meta Ads Performance Dashboard   *Power BI, DAX, Excel, Meta Ads Manager*
GitHub

- Spearheaded the development of an advertising analytics dashboard in Power BI for cross-platform Facebook & Instagram campaigns, tracking 339K+ impressions and 40K+ clicks for enhanced reporting capabilities.

- Engineered and implemented 15+ DAX measures to quantify revenue, margins, YoY growth, and operational KPIs, enabling data-driven optimization.

- DAX measures to monitor CTR, CPC, CPM, conversions, audience segments, and ROAS, and delivered drill-down analyses that identified underperforming creatives and informed strategic budget reallocation to improve campaign ROI.

Coffee Sales Dashboard – Data Analytics   *Python, Pandas, Power BI*
GitHub

- Analyzed 6+ months of sales data (50K+ records) to identify trends, seasonal patterns, and product performance, leveraging Python, Pandas, and NumPy for EDA and dataset validation.

- Cleaned and transformed 50K–100K row datasets, improving data accuracy by 20–25% and visualizing revenue contribution, top-selling items, and regional insights for clearer reporting.

- Designed and built 3+ interactive KPI dashboards, enhancing metric visibility and accelerating data-driven decisions for stakeholders.

Certifications

- Data (Level 1) – AI Fundamentals (ASCEND) — Accenture

- Introduction to SQL - Simplilearn Skill UP

- Power BI Workshop — Office Master