Kanishk Singh Chauhan

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Education

University of South Florida   **Aug 2022 – May 2026**
Bachelor of Science in Information Technology   *Tampa, FL*

Technical Skills

Languages: Python, C, HTML/CSS, SQL
Developer Tools: VS Code, Eclipse
Technologies/Frameworks: Linux, Git, GitHub, PowerBI, Alteryx, Snowflake, Tableau

Relevant Coursework

Intro to Databases, Probability and Statistics for Engineers, Intro to Statistics, Programming Concepts, Program Design, Object Oriented Programming, Foundations of Cybersecurity, Sys Integration and Architecture

Experience

Digital Engagement Center   **Aug 2023 – Present**
Student Engagement Leader   *Tampa, FL*
- Supervise and support a team of 70+ Student Engagement Specialists by providing real-time coaching, managing shifts, and maintaining internal trackers and reports.
- Lead training sessions, assist with software tools (e.g., VanillaSoft, Sling), and ensure smooth campaign execution by assigning prospects based on ambassador readiness.
- Collaborate with leadership to improve engagement strategies, resulting in over $100,000 raised and strengthened ties with 20,000+ USF alumni and donors.

Projects

Sales and Customer Insights Dashboard | *Python, SQL, PowerBI*   **Jan 2024**
- Preprocessed **2,000+ sales and customer records** from multiple sources (Excel, SQL databases, cloud platforms) using Python and SQL, achieving **20% improvement in data processing efficiency**.
- Designed an interactive Power BI dashboard visualizing monthly sales trends and customer demographics across 3 product categories.
- Utilized DAX to deliver 5+ actionable insights on revenue growth, customer retention, and sales forecasts, contributing to 10% increase in retention rate.

Customer Segmentation and Predictive Analytics | *Alteryx, Python, Snowflake*   **May 2024**
- Cleaned and analyzed 1,500 customer records with **Alteryx, using Snowflake** for querying and segmentation.
- Developed K-Means Clustering and Logistic Regression models achieving 75% segmentation accuracy and 65% churn prediction accuracy.
- Created **Power BI** reports visualizing segmentation and predictive insights, identifying 3 primary customer groups and highlighting trends for targeted marketing in a simulated scenario.

Financial Risk Analysis and Forecasting System | *SSIS, Python, Snowflake, Tableau* **June 2024**
- Built an **ETL system** using SSIS and Snowflake to integrate financial data, calculating key risk metrics and trends in loan defaults.
- Developed ARIMA models in Python with 85% accuracy in forecasting loan defaults, projecting a potential 3% reduction in default rates in a test scenario.
- Created **Tableau dashboards** to visualize financial risks, enabling data-driven decisions for stakeholders.

Leadership

South Asian Students Association   **May 2024 – Present**
Treasurer   *University of South Florida*
- Successfully managed and maintained the organization's budget, overseeing all financial transactions, including fundraising, event expenditures, and membership fees, ensuring accurate record-keeping and financial transparency.
- Developed and implemented strategic budget plans for various events and initiatives, optimizing resource allocation to maximize impact while staying within financial constraints.

TEDxUSF   **Aug 2024 – Present**
Head of Outreach   *University of South Florida*
- Led a dynamic outreach team to successfully promote TEDxUSF events, managing collaboration between departments, stakeholders, and external partners to expand event visibility and attendance
- Developed and executed outreach strategies, leveraging social media, email campaigns, and community partnerships to build strong networks with local influencers, sponsors, and key community organizations.
- Spearheaded initiatives to engage the USF community and the broader Tampa area, boosting attendance and ensuring diverse representation through targeted outreach efforts and inclusive communication strategies.