Kavish Chaudhary

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Experienced data professional with 7 years of expertise in data mining, machine learning, and predictive analytics. Strong background in SQL, Python and Tableau in leveraging advanced techniques to extract insights from large data sets. Achieved 25% increase in revenue and expanded the active customers by 10%.

SKILLS

- **Business Skills**: Project Management, Team Management, Client & Stakeholder Management, Strategy Consulting, Sprint Planning, E-commerce & Web Analytics, Marketing Analytics, JIRA, Confluence, Agile Methodology
- **Web Analytics & Visualization Tools**: Adobe Analytics, Google Analytics, SEO, Tableau, Power BI, Qlik sense, Looker, Data Studio, and Excel
- **Databases & Programming Languages**: SQL, PostgreSQL, MySQL, Databricks, Snowflake, Tera data, Hive, Hadoop, R, Python, Google App Script, Excel VBA
- **Statistical/Data Mining Techniques**: Regression, Classification, Forecasting, Simulation, Optimization, Hypothesis Testing, A/B Testing, Price Elasticity, Clustering, Customer Lifetime Value, and Market Basket Analysis, TensorFlow, Scikit-learn, PyTorch
- **Cloud Technology**: Google Cloud Platform, Google Big Query, Google Colab

WORK EXPERIENCE

Graduate teaching assistant- analytics Oct 2022 - May 2023

University of Cincinnati Cincinnati, Ohio

- Utilized data analytics to monitor and track student performance, identifying trends and providing targeted support to improve learning outcomes.

Senior Data analyst Nov 2019 – Aug 2022

HDFC Bank New Delhi, Delhi

- Transformed complex structured and unstructured raw data into actionable business insights using **Power BI**, **Python,** and **SQL**, resulting in a 30% improvement in decision-making efficiency.
- Engineered **KPI scorecards** and tracking tools, providing executives and senior leaders with real-time feedback on key financial metrics and business performance, leading to a 25% enhancement in strategic responsiveness.
- Built a data analytics **dashboard** to help 10+ executives identify opportunities to improve marketing with a potential top-line revenue improvement of $10MN+.
- Implemented the **ETL** procedure and used SQL to analyze 10MN+ rows of complex raw data.

Data analyst Nov 2018 – Oct 2019

Yes Bank New Delhi, Delhi

- Automated operational procedures in **reporting** by integrating SQL, **Python** and **Power BI** which minimized manual efforts by 12 hours/week.
- Leveraged **Tableau** and **SQL** to construct an interactive dashboard, enabling the marketing team to launch a highly effective product campaign that generated an impressive $1 million in revenue.
- Analyzed data derived from both qualitative and quantitative sources, crafting actionable insights, and delivering compelling narratives to executive and cross-functional leadership, resulting in a 20% increase in the adoption of data-informed strategies across departments.
- Incorporated a data validation automation technique using Python, **Excel**, **Power Query**, and the REST API, saving $1 million+ in operational cost savings.

Data analyst May 2016 - Oct 2018

ICICI Bank New Delhi, Delhi

- Implemented business intelligence dashboards using **Tableau** to reduce customer issues by 35%. • Spearheaded a team of ve analysts, overseeing a blend of technology and business analysts.
- Analyzed profitability of online marketing campaigns using **A/B testing** and delivered business recommendations that improved cost per lead ratio of campaigns.
- Led cross-functional collaboration, optimizing initiatives, and enhancing customer activation through Ad Hoc Analysis, SQL Query setup, and innovative models. Directed comprehensive data analysis, reporting automation, and dashboard development using Tableau, Power BI, **Qlik Sense**, and **Looker**.
- Implemented and executed **SQL** scripts for data conversions and ad hoc analysis, resulting in a reduction of testing time by 30% and increased efficiency in identifying data discrepancies by 20%.

EDUCATION

University of Cincinnati, Carl H. Lindner College of Business Cincinnati, Ohio

Master of Science, Business Analytics Aug 2023

FORE School of Management New Delhi, Delhi

Master of business administration, Marketing May 2015

ACADEMIC PROJECT

Data Mining

- Built a supervised model on data consisting of 1,048,576 unique patients with 21 unique features, to predict the risk level of Covid-19 patients based on current symptoms with an accuracy of over 90%.