RAHUL KUMAR

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SUMMARY

Results-oriented Data Analyst with an MCA degree, skilled in Python (Pandas, NumPy, Scikit-learn), SQL, MySQL, Power BI, Tableau, and Excel. Experienced in predictive modeling, customer segmentation (K-Means), A/B testing, and KPI dashboard creation. Adept at transforming complex datasets into actionable business insights to drive strategic decision-making and optimize business performance.

SKILLS

- **Data Analytics & Modeling**: Predictive Modeling, Customer Segmentation (K-Means), A/B Testing, Statistical Analysis, Data Cleaning & Transformation
- **Programming & Databases**: Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn), SQL, MySQL, Jupyter Notebook
- **Data Visualization & BI Tools**: Power BI, Tableau, Excel (Pivot Tables, VLOOKUP/XLOOKUP, Conditional Formatting, Logical Functions), Google Sheets
- **Soft Skills**: Communication, Problem Solving, Team Collaboration, Stakeholder Management
- **Operating Systems**: Windows, Linux

WORK EXPERIENCE

Data Analyst, SK Engineering, Ghaziabad | June 2025 – Present

- Implemented K-Means clustering for customer segmentation using Python, improving targeted campaign conversion rates by 15%.
- Developed predictive inventory demand models using Python, reducing operational overstocking by 20%.
- Automated data extraction and transformation using Python and SQL, streamlining monthly BI reporting.
- Designed KPI dashboards for executive leadership, enabling data-driven decision-making and accelerating product launch timelines by one month.
- Conducted A/B testing and statistical significance analysis to validate a new marketing channel, resulting in annual budget reallocation of $500K.

Associate, Concentrix Daksh Services India Pvt. Ltd., Gurgaon | Nov 2021 – Apr 2023

- Ensured 100% accuracy in data entry and database updates.
- supporting the generation of 50+ monthly business reports for client stakeholders.
- Coordinated cross-functional team workflows, improving process efficiency by 10%.
- Mentored new joiners with structured training materials, reducing onboarding time by 40%.
- Analyzed user data to optimize operational processes, increasing transaction volumes by 25%.

ACHIEVEMENTS

- Increased campaign conversion by 15% through K-Means customer segmentation.
- Reduced operational costs by 20% with a predictive inventory demand model.
- Automated data extraction and reporting using Python and SQL, cutting monthly effort by 30%.
- Recognized for turning data into actionable business insights that improve efficiency and strategy.

EDUCATION

Master of Computer Applications (MCA)
Maharaja Agrasen Himalayan Garhwal University, Uttarakhand (2023)

CERTIFICATIONS

Data Analyst using Microsoft Excel – Coursera Project Network (2023)
Oracle – Naresh IT Technologies, Hyderabad (2023)

LANGAUGES

English   Hindi