MOHIT KAUSHIK

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PROFILE

Highly analytical and results-driven professional with 2 years of combined education and experience in data analysis, data modeling, and strategic problem-solving. Skilled in SQL, Python, and data visualization tools like Power BI and Tableau. Proven ability to translate complex data into actionable insights, driving business growth and efficiency.

SKILLS

Strategic Analysis	KPI Development & Tracking, Business Strategy, Market Research, Hypothesis Testing
Database Management	SQL, BigQuery, MySQL, Data Warehouse, GCP
Programming	Python (Pandas, Scikit-learn), ETL Pipelines, Git
Data Analysis	Statistical Analysis, Trend Analysis, Hypothesis Testing, Predictive Modeling, Data Modeling
Data Visualization	Tableau, Power BI, Excel, Google Sheets
Soft Skills	Problem-Solving, Communication, Stakeholder Engagement, Team Collaboration, Time Management

RELEVANT EXPERIENCE

Data Analyst *Dec 2024 – Present*
Aterio.io *Vancouver, BC*

- Developed and implemented ETL pipelines using GCP's BigQuery and Python, reducing data processing time by 30% and significantly improving data accuracy, directly supporting faster AI model deployment and stakeholder insights.
- Designed and managed data models for structured data storage, aligning business objectives with data architecture, and improving reporting efficiency.
- Enhanced AI model accuracy by training Large Language Models (LLMs) with Document AI, enhancing text processing efficiency and automation. This resulted in improved data quality for downstream analysis and reporting, supporting data-driven decision making

Data Analyst Intern *Sept – Dec 2022*
Maruti Suzuki India Limited *Gurugram, HR, India*

- Created and maintained dynamic Power BI dashboards with 50+ visualizations to track key market trends and quality metrics, providing stakeholders with actionable insights for data-driven business decisions and improved KPI monitoring.
- Designed and implemented a Python-based data scraping pipeline, reducing manual entry errors by 40% and improving data accuracy.
- Worked closely with stakeholders from cross-functional teams, including marketing, finance, and operations, to deliver actionable business insights through data analysis and visualization

Research Intern *May – Aug 2022*
Vellore Institute of Technology *Chennai, TN, India*

- Developed a predictive machine learning model with 85% accuracy to track disease progression, enhancing early diagnosis for cost-effective healthcare interventions.
- Reduced dataset complexity by 30% using ANOVA-based feature selection, enhancing model efficiency and providing more accurate insights into neurodisease progression and supporting research development.

PROJECTS (ACADEMIC)

Customer Churn Analysis - Predictive Modeling | Project Link

- Analyzed banking customer transaction and account data to identify key churn factors, such as low transaction frequency and declining account balances. Developed actionable retention strategies focused on increasing customer engagement with everyday banking services. Created a Power BI dashboard with 10+ visualizations, effectively communicating insights on customer lifetime value and potential revenue loss to stakeholders, enabling data-driven decision-making.

Retail Store Sales Data Analysis - Revenue Improvement | Project Link

- Generated actionable market insights from retail sales data, contributing to a 30% sales increase. Presented findings through clear visualizations in Excel, enabling stakeholders to make data-driven decisions and refine sales strategies. This project demonstrated the ability to extract and present KPI's to improve business outcomes.
- Applied data cleaning, pivot tables, and statistical modeling for actionable business insights.

Netflix Data Analysis - Content Optimization | Project Link

- Conducted SQL-based analysis of Netflix's content database, providing insights into content distribution and viewer preferences that informed content curation and marketing strategies.
- Extracted and analyzed data, identifying key trends like dominant content ratings and geographical distribution.

ACHIEVEMENTS

- **Cost saving at Aterio - Revenue Improvement:** Achieved substantial cost savings by optimizing BigQuery code, leading to a reduction in Document AI API calls. For detailed evidence and methodology, please **click here**

EDUCATION

Master of Engineering, Applied Data Science   *Sept 2023 - Oct 2024*
University of Victoria   *BC, Canada*

Bachelor of Technology, Computer Science and Engineering   *July 2019 - May 2023*
Vellore Institute of Technology   *Chennai, India*

CERTIFICATIONS

Snowflake Datawarehouse & Cloud Analytics - Introduction, Udemy, Pursuing