

I am a curiosity-driven Data Analyst with 4+ years of experience in transforming complex datasets into growth strategies and performance solutions. Proficient in Python, SQL, Power BI, Tableau and Machine Learning, with expertise in predictive modeling, data visualization and performance optimization. Operates at the intersection of insights and impact through end-to-end research projects and cross-functional collaboration.

SKILLS

- **Statistics** - Statistical Modeling, Probability Theory, Time-Series Analysis.
- **Power BI & Tableau** - Data Visualization, Business Intelligence, DAX, Forecasts, Tables, Charts, Dashboards.
- **SQL** - SSMS, Performing basic queries, Sub-queries, Joins, Aggregation, Statistical functions.
- **Machine Learning** - Algorithms for Regression (*Linear, Logistic*), Classification (*Decision Trees, Random Forest, XGBoost, SVM, NaiveBayes, k-NN*), Predictive Analysis.
- **Python** - ML Algorithms, using packages like (*Numpy, Pandas, SciPy, Scikit-Learn, Matplotlib, Seaborn*)
- **Code Editors (IDEs & Notebooks)** - Jupyter Notebook, Spyder, Google Collab.

EDUCATION

Bachelors of Technology in Mechanical Engineering
Panipat Institute of Engineering and Technology , Kurukshetra University

2013 — 2017
Panipat, Haryana

TECHNICAL EXPERIENCE

Consultant – Data Science & Machine Learning
I3 Infosoft Corporation

Jan 2025 — Present
Noida, Delhi

- Developed and deployed a classification model to predict liver disease using Python (pandas, scikit-learn), achieving **91%** accuracy and **96%** ROC-AUC, after applying data preprocessing, feature engineering, and hyperparameter tuning.
- Built interactive Churn Analysis dashboards in Power BI by integrating Power Query and DAX functions, enabling business stakeholders to track customer retention and identify risk segments.
- Implemented Clustering Models on Global Development Metrics: Analyzed and segmented countries using K-Means and DBSCAN to identify development patterns, enabling data-driven policy making and targeted solutions for global challenges.

Data Analyst - Stock & Inventory Management
Alwaha - Jetour

Apr 2023 — Dec 2024
Doha, Qatar

- Designed and implemented inventory and sales tracking systems using Excel (VLOOKUP, HLOOKUP, Pivot Tables) and Power BI, improving visibility of stock movements and sales performance.
- Analyzed shipping schedules, inventory levels, and dead stock trends to support the Sales and Accounts teams with accurate forecasts and actionable insights.
- Trained 10+ team members on newly developed dashboards and trackers, enhancing adoption and enabling data-driven decision-making across supply chain and logistics.

Market Research Analyst
BBM International Pvt Ltd

Feb 2022 — Mar 2023
Hyderabad, Telangana

- Conducted in-depth research on consumer preferences and market trends, enabling data-driven strategies that led to an increase in market penetration by **20%** .
- Applied survey design and advanced analytics to optimize EV product strategies, achieving a **15%** increase in overall market alignment and user satisfaction.
- Performed comprehensive competitor analysis to identify key market opportunities and tailor strategies that strengthened brand positioning, achieving **10%** revenue growth

Product Research and Development Engineer
Jamna Auto Industries Ltd

Dec 2018 — Jan 2022
New Delhi, Delhi

- Developed a comprehensive product launch strategy that leveraged market intelligence and competitor research, resulting in **INR 200 million** in revenue growth, and established successful collaborations within the industry.
- Enabled data-driven decision making, leading to a revenue increase of **INR 50 million** by implementing advanced analytics tools and creating comprehensive reports, empowering the team to make informed strategic choices based on actionable insights.
- Gathered market intelligence to inform strategic financial decisions, resulting in optimized cost structures, improved profitability, and a deeper understanding of market trends.

- Supervised a team of **60** members per shift, overseeing attendance, deployment, training, and quality control. Developed work instruction sheets and implemented stringent quality control techniques to minimize rejection rates. Prepared comprehensive MIS reports for management review, driving ongoing operational improvements.
- Compiled daily production reports and key performance indicators (KPIs) for management review, supporting data-driven improvements to operational efficiency.

PROJECTS

Customer Targeting: *Predicting Term Deposit Subscriptions in Bank Marketing*
AI Variant

Jun 2025 — Sep 2025

- Developed a classification model to predict client subscription to term deposits using demographic, campaign, and economic data, achieving an **F1-score of 0.64 and AUC of 0.9440** with Random Forest.
- Addressed class imbalance using SMOTE and cost-sensitive learning, enhancing recall and precision for minority classes across multiple models including XGBoost and LightGBM.
- Deployed the best-performing model using Streamlit, enabling real-time predictions and improving the bank's marketing strategy and customer acquisition targeting.

Liver Disease Classification: *Forecast stages for liver conditions*
AI Variant

Feb 2025 — Mar 2025

- Built a multi-class classification model to predict liver disease stages (e.g., Hepatitis C, Fibrosis, Cirrhosis) using diagnostic blood and urine biomarkers, achieving **91.06% accuracy and a 96.19% ROC-AUC**.
- Conducted comprehensive data pre-processing, including missing value imputation, outlier detection (IQR), and categorical encoding to ensure data quality and model reliability.
- Performed feature selection and dimensionality reduction using correlation analysis and tuned models like Logistic Regression and Random Forest to improve performance and interpretability.

NPD for Indian After-market: *Commercial Vehicle Brake Components*
Jamna Auto Industries Ltd

Nov 2020 — Dec 2021

- Gathered financial reports of the brake parts manufacturers in India. Compared the balance sheets of each manufacturer based on a snapshot of a company's financial position at a given time and provides information about the company's assets, liabilities and shareholder equity.
- Conducted market surveys and studied the key manufacturers of the brake components (brake lining, brake pad, and brake shoe) to identify consumer needs and preferences.
- Analyzed market trends and competition to determine the best strategies for product positioning and marketing.

NPD for Indian After-market: *Leaf Spring Export*
Jamna Auto Industries Ltd

Oct 2019 — Mar 2020

- Prepared business report with est. annual revenue generation of **INR 300 million and 18% EBITDA**. Planned to launch **65+** clutch SKU's contributing **70%** of total market sales.
- Analyzed export and import data for leaf spring of **12** CIS countries. Identified potential target markets and analyzed the demand for leaf springs in those regions. Identified potential clients and items for proposal.
- Conducted market research on the global leaf spring export market, including current market trends, market size, and competition analysis.

CERTIFICATIONS

- **Excel Skills for Business (Macquarie University)**: Data analysis, pivot tables, formulas, and spreadsheet modeling.
- **Introduction to Data Analytics (IBM iXY)**: Data visualization, descriptive statistics, and data-driven decision making.
- **Data, Data, Everywhere (Google)**: Foundational data literacy (*data types, collection, cleaning, and interpretation*).
- **Agile with Atlassian Jira**: Agile project management, (*Scrum & Kanban workflows, Jira software tools*).
- **Insights of Power BI (Fractal Analytics)**: Power BI dashboards, data visualization, and business intelligence reporting.
- **Data Science Certification Training (Excel R)**: Data science, Python, machine learning, and statistical analysis.
- **Essentials in Product Design**: 3D modeling, CAD drafting, and product design using SolidWorks & AutoCAD
- **Project Management (Oracle Primavera P6)**: Project scheduling, resource management, and project tracking using Primavera P6.

LANGUAGES

Communication: English (fluent speaker), Hindi (Native speaker), Urdu (reading and writing)