

# Priyanka Barde

+1-551-260-3313 | priyankabarde@gmail.com | [linkedin.com/in/pb37](https://linkedin.com/in/pb37) | [github.com/priyankaa370](https://github.com/priyankaa370)

## OBJECTIVE

Hardworking, dependable, and detail-oriented Business Data Analyst with 2+ years of experience across customer churn, marketing, and sales analytics. Strong programming skills in SQL and Python, and hands-on experience building Power BI dashboards used for ongoing business decisions. Comfortable owning work end to end from understanding the problem to delivering clear, usable insights. Known for consistent execution and clear communication.

## EXPERIENCE

<b>KGS Technology Group, Inc.</b> <i>Business Data Analyst</i>	July 2025 – Present Remote, USA
<ul style="list-style-type: none"><li>Reduced churn risk by 15% by extracting and analyzing complex SQL datasets to uncover high-risk customer segments and churn drivers, enabling cross-functional teams to launch targeted retention initiatives.</li><li>Strengthened retention strategies for at-risk customers by performing exploratory data analysis (EDA) and statistical analysis on 30,000+ records using Python to improve data accuracy and uncover trends.</li><li>Improved OOH marketing ROI by 12% by analyzing regional sales performance and campaign data, enabling the marketing team to optimize spend allocation and improve overall campaign effectiveness.</li><li>Designed and automated 10+ Power BI dashboards to visualize sales KPIs, product performance, and regional trends, helping teams make faster data-driven decisions during weekly reviews.</li></ul>	
<b>Technical Consulting &amp; Research, Inc</b> <i>Data Mining and Statistical Analyst Intern</i>	June 2024 – July 2025 Remote, USA
<ul style="list-style-type: none"><li>Enabled the marketing team to target high-value customers and boost revenue by 10% by building an end-to-end RFM segmentation model in Python and using statistical analysis.</li><li>Drove an 18% increase in repeat purchase rate by delivering actionable marketing strategies based on RFM insights that shifted the team from generic to personalized campaigns.</li></ul>	
<b>Stevens Institute of Technology</b> <i>Graduate Teaching Assistant (Part-Time)</i>	August 2023 - May 2024 New Jersey, USA
<ul style="list-style-type: none"><li>Mentored 50+ students in SQL, Python, and Power BI, leading to a 30% improvement to analyze and build insightful dashboards.</li><li>Enhanced ability of students to generate actionable insights by managing centralized dashboards and content repositories.</li></ul>	

## PROJECTS

<b>Express Cargo &amp; Flight Logistics Analytics</b> – <a href="#">Github</a> <i>SQL, Power Query, Power BI (DAX)</i>	December 2025
<ul style="list-style-type: none"><li>Designed an end-to-end shipment fact table linking shipments, cargo events, and flight schedules using SQL (Joins, Aggregate functions, etc.), enabling KPI measurement for Express On-Time Delivery %, SLA Breach Rate, and Average Delay Minutes.</li><li>Developed interactive Power BI control-tower dashboards to identify hub and route bottlenecks, driving data-backed recommendations on capacity utilization, exception causes, and at-risk shipments for proactive operational decisions.</li></ul>	
<b>Telco Customer Churn Analysis</b> – <a href="#">Github</a> <i>Python, SQL, ML, Power BI</i>	November 2025
<ul style="list-style-type: none"><li>Strengthened data-driven retention planning by developing a full churn analysis pipeline using Python, SQL, and ML, segmenting 7,000+ telecom customers and visualizing high-risk cohorts through Power BI dashboards.</li></ul>	
<b>Home Loan Approval Prediction</b> – <a href="#">Github</a> <i>Python Flask, HTML, Logistic Regression</i>	June 2025
<ul style="list-style-type: none"><li>Accelerated loan decisions and reduced manual review effort by creating a Flask-based loan approval tool with a logistic regression model, automating early application screening and showing key approval factors to loan officers.</li></ul>	

## SKILLS

**Programming Languages:** Python (Pandas, NumPy, Scikit-learn), Advanced SQL (Window Functions, CTEs, Joins), C++, R, Java  
**Libraries & Tools:** Google Analytics, Power BI, Looker, Tableau, MySQL, PowerPoint, Excel, Word, Azure, MS 365, Git  
**Certification:** Google Data Analytics Professional, Advanced SQL and Data Visualization Workshop

## EDUCATION

<b>Stevens Institute of Technology, School of Business</b> <i>Master of Science in Information Systems (GPA: 3.9/4.0)</i>	New Jersey, USA May 2024
<b>St Francis Institute of Technology, Mumbai University</b> <i>Bachelor of Engineering in Electronics and Telecommunication Engineering (GPA: 9.4/10.0)</i>	Mumbai, India May 2022