

Priyanka Barde

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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

KGS Technology Group, Inc.

July 2025 – Present

Business Data Analyst

Remote, USA

- 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.
- 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.
- 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.
- 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.

Technical Consulting & Research, Inc

June 2024 – July 2025

Data Mining and Statistical Analyst Intern

Remote, USA

- 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.
- 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.

Stevens Institute of Technology

August 2023 - May 2024

Graduate Teaching Assistant (Part-Time)

New Jersey, USA

- Mentored 50+ students in SQL, Python, and Power BI, leading to a 30% improvement to analyze and build insightful dashboards.
- Enhanced ability of students to generate actionable insights by managing centralized dashboards and content repositories.

PROJECTS

Express Cargo & Flight Logistics Analytics – [Github](#)

December 2025

SQL, Power Query, Power BI (DAX)

- 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.
- 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.

Telco Customer Churn Analysis – [Github](#)

November 2025

Python, SQL, ML, Power BI

- 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.

Home Loan Approval Prediction – [Github](#)

June 2025

Python Flask, HTML, Logistic Regression

- 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.

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

Stevens Institute of Technology, School of Business

New Jersey, USA

Master of Science in Information Systems (GPA: 3.9/4.0)

May 2024

St Francis Institute of Technology, Mumbai University

Mumbai, India

Bachelor of Engineering in Electronics and Telecommunication Engineering (GPA: 9.4/10.0)

May 2022