

Abhinav Anand

abhinavjoy1908@gmail.com | 8851730764 | LinkedIn – Abhinav Anand

EDUCATION

Indian Institute of Technology (BHU), Integrated Dual degree in Electrical Engineering Jul 2019 – Jun 2024

EXPERIENCE

Analyst, TransOrg Analytics – Gurugram, IN June 2024 – Present

- Built churn prediction models with Random Forest/XGBoost, improving retention targeting by **20%** and reducing false positives by **15%**
- Automated feature pipeline with Python/SQL, reducing development time from **7 to 4 days**
- Built a AI driven product for power BI to do RCA and insights generation based on dashboard.
- Created 5+ Power BI dashboards for CXO-level reporting across 3 enterprise accounts
- Worked with teams to deploy ML models into existing workflows, reducing prediction time by **25%**
- Analyzed funnel journeys to locate drop-offs, boosting conversion by **17%**
- Led retention analysis across cohorts, increasing repeat purchases by **23%**
- Merged NPS and campaign data to suggest UX enhancements
- Ran A/B tests and tracked ads, raising ROAS by **28%** for e-commerce clients
- Delivered insights for app redesign, lifting checkout rate by **14%**
- Worked with Global Credit Card Company for their financial and client analysis
- built ML models for cross-sell and up-sell of stock units for a major CPG client.
- Built SQL dashboards for transaction data and fraud alerts across 2 lakh+ records, reducing manual report generation by **60%**
- Python Streamlit Dashboard and Power BI for Trade Profit Optimization for better decision making.

PROJECTS

ML-Based Customer Retention Modeling for Repeat Purchase Prediction Aug 2024 - Nov 2024

- Built a customer retention model using Random Forest and XGBoost to predict repeat purchases
- Engineered 40+ features from user activity logs, improving model recall by **19%**
- Tuned hyperparameters using GridSearchCV, achieving an AUC score of **0.87**
- Analyzed churn cohorts and provided retention strategies to the product team, aiding a **15% lift in re-engagement**

Customer Journey Analytics & Retention Dashboard Feb 2025 - May 2025

- Created a basic analytics dashboard to track user funnel stages and identify key drop-off points
- Performed retention cohort analysis to understand repeat usage patterns and segment user behavior
- Integrated NPS survey results and app engagement data to explore user satisfaction trends
- Tracked performance of 2 marketing campaigns and reported ROAS using simple SQL aggregations
- Built visual reports in Power BI for product and marketing teams to support decision-making

SKILLS

Tools and Technologies: Python, SQL, C++ , Power BI, Streamlit, Jupyter, Excel

Machine Learning / AI: XGBoost, Random Forest, Regression Models, Pandas, NumPy, OpenAI APIs, LLMs

Analytics & Business: User funnel analysis, retention modeling, NPS integration, cohort analysis, A / B testing, campaign attribute, product strategy, dashboarding