Risheek Bajaj

Data Analyst & Machine Learning Enthusiast

Detail-oriented and solution-driven Data Analyst with 1+ year of experience in data cleaning, visualization, predictive modeling, and dashboard development using Python, SQL, Power BI, and Excel. Skilled in translating complex datasets into actionable insights through ML models and dashboards. Proven success in A/B testing, segmentation, and reporting with a strong foundation in data wrangling and statistical analysis.

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WORK EXPERIENCE

Data Analyst
Kritko

05/2024 - 06/2025　　　　　　　　　　*Greater Noida, India*

Roles and Responsibilities

- Performed predictive analysis and developed data models, dashboards, and tailored visualizations using Python, Power BI, and Excel to support academic and business decision-making.

Data Analyst
Wunderman Thompson Studios

07/2023 - 11/2023　　　　　　　　　　*Gurgaon, India*

Roles and Responsibilities

- Conducted A/B testing, segmentation, and custom dashboard creation while analyzing marketing data via Marketo & Salesforce to improve campaign ROI by 12%.

EDUCATION

Applied Data Science Lab
Worldquant University

02/2024 - 06/2025

Projects

- Housing In Mexico (Python, Numpy, Pandas, Seaborn, Matplotlib,ML)
- Market Forecasting in India (Python, NumPy, Matplotlib,ML, API)

Master of Computer Applications (MCA)
Vivekananda Institute of Professional Studies (VIPS)

06/2021 - 08/2023　　　　　　　　　　*CGPA: 9.5/10*

Projects

- Currency Recognition System for visually impaired (tensorflow, ML, Android Studio, CNN)
- Face-Recognition-Based-Attendance-Monitoring-System (Python, OpenCV, cv2, OS, tkinter)

Bachelor of Computer Applications (BCA)
Trinity Institute of Professional Studies (TIPS)

06/2018 - 08/2021　　　　　　　　　　*CGPA: 8.7/10*

Projects

- Notepad In Python(python, tkinter,os)
- Zomato Dashboard(Power BI, Python, Numpy, Pandas)

SKILLS

Python　Sql　Power Bi　Excel　Tableau

NumPy　Pandas　image recognition

ETL Pipelines　Salesforce　Marketo　DAX

Data Vitualization　Data Extraction　MongoDB

Linux　Data Cleaning　Data Modeling

API Design　Statistics　Machine Learning

INDEPENDENT PROJECTS

Stroke Risk Prediction | Python , Machine Learning
- Developed a machine learning prototype to predict stroke risk using SMOTE for class imbalance and compared Random Forest and Logistic Regression models for accurate health-based predictions.

Personal Financial Analysis | Python, Power BI, Excel
- Developed interactive Power BI dashboards to track spending, budgeting, and savings. Analyzed and cleaned financial data in Excel, visualizing key insights to enhance income and expense tracking.

CERTIFICATES

"Empowering the Visually Impaired: A Sustainable ML-Based Currency Recognition System" Published in Sustainable Development through Machine Learning, AI and IoT, Springer

"Advancing Sustainable Development through Automation: An Advanced Health Monitoring System for Predicting and Evaluating Individual Well-being" Published in Sustainable Development through Machine Learning, AI and IoT, Springer

Presented my project during the NAAC and NBA visit at Vivekananda Institute of Professional Studies (Dec 2023), demonstrating my commitment to academic excellence and impactful communication