Risheek Bajaj

Professional Summary

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.

Technical Skills

Programming & Tools: Python, SQL, Excel, Power BI, Tableau, MongoDB, Hadoop
Libraries & Frameworks: Pandas, NumPy, Scikit-learn, SMOTE, Matplotlib, Seaborn, Plotly, statsmodels, Dash
Data Science & Analytics: Predictive Modeling, Machine Learning, Data Preprocessing, A/B Testing, Data Modeling, Statistical Analysis, Time Series Forecasting (ARMA/GARCH), Principal Component Analysis (PCA)
Data Engineering & BI: ETL Processes, API Integration, Dashboard Development, Data Cleaning, Data Visualization
Core Competencies: Critical Thinking, Problem Solving, Content Design, Image Processing

Work Experience

Data Analyst May 2024 - June 2025
Kritko

- Designed and delivered interactive dashboards and data models using Python, Power BI, and Excel.
- Performed predictive analysis and trend forecasting to support academic and business decision-making.
- Created tailored reports and visualizations based on client-specific objectives and KPIs.
- Collaborated with stakeholders to define metrics and build data-driven strategies.
- Maintained data accuracy through rigorous cleaning, preprocessing, and validation techniques.

Data Analyst Jul 2023 - Nov 2023
Wunderman Thompson Studios

- Analyzed email marketing performance using Marketo and Salesforce, delivering data-driven insights to boost engagement.
- Dynamic dashboards in Power BI and Salesforce Analytics to track KPIs and visualize ROI.
- Conducted A/B testing to optimize campaign content, layout, and delivery timing for higher conversion rates.
- Segmented audiences for targeted and personalized campaigns.
- Supported teams in aligning email analytics with business goals.

Certifications

- “Cloud Computing" course by NPTEL.
- "Introduction to Database Systems" course by NPTEL.
- “Data Processing and Visualisation” course by NASSCOM (POWER BI)
- Empowering the Visually Impaired: A Sustainable ML- Based Currency Recognition System" 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 demonstrating my commitment to academic excellence and impactful communication
- "An Advanced Health Monitoring System for Predicting and Evaluating Individual Well-being" Published in Sustainable Development through Machine Learning, AI and IoT, Springer

Education

Applied Data Science Lab Mar 2025 - Jun 2025

Worldquant University

- Applied data wrangling, cleaning, and preprocessing techniques to real-world datasets across diverse domains.
- Built and optimized predictive models including linear/logistic regression, decision trees, random forests, and GARCH.
- Worked with SQL and NoSQL databases (SQLite, MongoDB) and performed ETL using Python.
- Conducted A/B testing using chi-square tests and built interactive data apps using Plotly Dash.
- Created compelling data visualizations using Matplotlib, Seaborn, and Plotly; applied PCA for dimensionality reduction.

Master of Computer Application (MCA) Aug 2021 - Sep 2023

Vivekananda Institute of Professional Studies, GGSIPU **CGPA: 9.5/10**

- Built strong expertise in data analytics, machine learning, and software engineering.
- Gained foundational knowledge in data structures, algorithms, and DBMS.
- Executed hands-on projects in data analysis, web, and AI/ML applications.
- Published a Empowering the Visually Impaired research paper in a Springer book.
- Served as NAAC student coordinator, contributing to quality audits.

Bachelors's in Computer Application (BCA) Aug 2018 - Sep 2021

Trinity Institute of Professional Studies, GGSIPU **CGPA: 8.7/10**

- Built core knowledge in OOPs, DBMS, and web development through practical coursework.
- Practiced data handling, visualization, and automation using MS Excel and basic Python.
- Completed coursework in statistics and logic building, strengthening data-driven thinking.
- Explored early concepts of AI and machine learning through academic modules and electives.
- Collaborated on academic group projects that simulated real-world tech solutions.

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.
- **Attendance Monitoring System Using Face Recognition | Python, OpenCV, tkinter**
  - Built a real-time attendance system using face recognition with OpenCV. Automated identification and logging of students' presence into a local database. Streamlined data capture through live webcam feed, ensuring contactless and efficient attendance tracking.
- **Air Quality Analysis in Nairobi | Python, MongoDB, Statsmodels**
  - Built an ARMA time-series model to forecast air pollution levels using real-world environmental data. Extracted and processed data from a MongoDB database with PyMongo, performed data cleaning and exploratory analysis, and optimized model performance through hyperparameter tuning.
- **Currency Recognition System | TensorFlow Lite, Android Studio**
  - Built an Android application to assist visually impaired users in identifying Indian currency notes. Trained a custom image classification model using Teachable Machine and deployed it with TensorFlow Lite for real-time, on-device predictions. Integrated text-to-speech for accessible audio feedback.

Contact

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