



# RISHIKESH KESARI

Data Analyst & Business Analyst Specialist

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[portfolio website](#)

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[github](#)

Finland

## EDUCATION

Masters– Business Analytics: Spec. in Computer Science

University of Oulu 2021 – 2023

Bachelors– Civil Engineering

SRM University 2015 – 2019

## SKILLS

- [Python Programming](#)
- [SQL](#), MS Excel
- [Power BI](#), Tableau
- Databricks
- [Snowflake](#)
- [Big Query](#)
- Machine Learning Data Models
- [MS Azure](#)
- [Agile Software Development](#)
- Problem Solving
- Creativity & Team Work
- Self Organized & Cross Functional

## My Hobbies & Personality :)

Creativity and humility drives everything I do— whether coding, visualizing data, or solving business puzzles. I'm passionate about **geography & history**, often called as a "human encyclopedia" by friends.

Driven by curiosity, I always reason and analyze to find the answers.

I do what I love & I love what I do

## ABOUT ME

Data-driven analyst with a strong technical foundation. Expertise in data analysis, business intelligence, and data visualization. Skilled at analyzing data into strategic business insights to drive informed decision-making.

## COURSE EXPERIENCE

Master's Thesis

### Customer Analysis

- Conducted comprehensive data analysis, including pre-processing, exploratory data analysis (EDA), and feature engineering.
- Utilized k-means clustering for customer segmentation and machine learning models for campaign acceptance prediction and applied explainable AI techniques to interpret results.
- The analysis helped to achieve the development of data-driven marketing strategies.
- Skills Applied: Python, Excel, Data Preprocessing, Data Visualization, Data Modelling, Machine Learning, Strategic Analysis.

Capstone project

### User's Decision to Use Personal Data Based Services

- Collaborated with Kaleva Media to analyze factors influencing user decisions.
- Achieved insights using statistical analysis performed in R Studio.
- Achieved client's objectives which helped strategize personalized data-based services for their users.
- Key Contributions: Data Collection, Visualization, Assisted in R Programming & Reporting.

Business Intelligence Project

### Preventing Customer Churn in e-Commerce

- Successfully completed a team project using Tableau for Amazon sales data analysis.
- Achieved customer churn prevention strategies using Business Analytics principles and KDD techniques.
- Key Contributions: Developed a Tableau Dashboard to visualize churn factors and Devised promotional strategies for e-commerce retention.

**LANGUAGES I SPEAK:** ENGLISH & FINNISH– BASIC, HINDI

**LANGUAGES I WORK WITH:** PYTHON, MATLAB, R

## REFERENCE

Dr. Satu Tamminen

University of Oulu

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