RAHUL KUMAR

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LinkedIn

Professional Summary

Data Analyst & AI Automation Specialist with **8+ years** of of experience transforming complex data into strategic growth. Expertise in **Marketing Analytics, Credit Risk, Operational Analytics, and Business Intelligence**, with a proven ability to:

- **Data-Driven Decision Making:** Boosted customer engagement by 12% and reduced acquisition costs by 15% through through data-driven strategies, predictive modeling and A/B testing.
- **Business Intelligence**: Designed **interactive dashboards** (Tableau/Power BI) that improved reporting efficiency by **25%** and empowered real-time decision-making.
- **AI & Automation**: Built **GenAI applications** (LLMs, Docker) and automated workflows (UiPath), saving **20+ hours/month** in manual processes.
- **Full-Stack Data Expertise**: From **ETL pipelines (Airflow)** to **ML model deployment (AWS/Azure)**, with hands-on leadership in cross-functional teams.

Skill Sets

- **Programming & Analytics**
  - • Python (pandas, NumPy, Scikit-learn, PyTorch) • SQL • SAS • R
  - • Statistical Modeling • Hypothesis Testing • Time Series Forecasting
- **Business Intelligence & Visualization**
  - • Tableau • Power BI • Looker • SAS Visual Analytics • Excel
- **AI/ML & Automation**
  - • Machine Learning • LLMs (Docker, Ollama) • Generative AI
  - • UiPath • Power Automate
- **Cloud & Data Engineering**
  - • AWS • Azure • GCP • Databricks • Snowflake
  - • ETL (Apache Airflow) • CI/CD (GitHub Actions, Jenkins)
- **Databases & DevOps**
  - • Oracle • Teradata • SAP • MS SQL Server
  - • Docker • MLOps

Experience

Working student IT/EDP - 02/2024 to Present SKL Engineering GmbH (Magdeburg, Germany)

- Developed GenAI apps ("Chat with PDF" & "Chat with Database") using Flask and LLMs; integrated into Oracle APEX to streamline internal document and data queries.
- Deployed local LLMs using Docker and Ollama on Ubuntu to enable secure, cloud-free inference and protect sensitive data.
- Created RPA workflows using UiPath and Power Automate to extract information from structured and semi-structured documents.
- Established CI/CD pipelines with GitHub Actions for automated deployment and maintenance of containerized services.

Senior Business Analyst - 11/2018 to 04/2021 Tata Consultancy Services (Mumbai, India)

- Spearheaded customer behaviour analysis and A/B testing for cross-selling personal and auto loans, optimizing offers and messaging, resulting in a 12% increase in customer engagement and a 15% reduction in acquisition costs.
- Developed frameworks to identify trends and behaviors across customer segments, boosting campaign ROI by 18%.
- Analyzed digital campaign performance, providing actionable insights and improving targeting precision across various channels.
- Delivered interactive Tableau dashboards for real-time reporting, empowering business teams with data-driven insights for better decision-making.

Senior Analyst - 02/2017 to 10/2018 Synchrony Financial (Hyderabad, India)

- Analyzed credit risk analytics for various portfolios, increasing net returns by 10% by identifying high-performing segments and areas of improvement.
- Automated performance tracking with Python and SAS scripts, saving 20+ hours of manual analysis per month.
- Designed dashboards in SAS Visual Analytics and Power BI, enabling stakeholders to visualize credit trends and make informed decisions, leading to a 25% improvement in reporting efficiency.

Data Analyst - 07/2014 to 02/2017 Capgemini (Bangalore, India)

- Conducted SQL-based financial data analysis, providing insights that supported strategic decisions and improved profitability.
- Leveraged SAS for data analysis and reporting, resolving integration issues and improving data accuracy.
- Developed interactive data visualization tools and reports to monitor key performance metrics, enabling real-time insights.

Education

- **M.Sc. Digital Engineering, Otto-von-Guericke Universität, Magdeburg, Germany, 04/2021 – 08/2024**.
  Relevant Coursework: Machine Learning, Database Management, Statistical Methods, Visual Analytics, Recommenders, Information Retrieval (Natural Language Processing), Cloud DevOps Technologies.
- **Bachelor of Engineering in Computer Science, J.S.S. Academy of Technical Education, Bangalore, India, 08-2010 -06/2014.**

Certifications

- Google Data Analytics (Coursera, 2024) | Microsoft Power BI Analyst (2024)
- Microsoft Azure Fundamentals (2023) | Credit Risk Modeling in Python (Udemy, 2023)
- Architecting with Google Compute Engine, (Coursera, 2022)
- SAS Logistic Regression (Udemy, 2020) | Python for Data Science (Udemy, 2020)

Academic Projects

Unlocking Insights from Learning Engagement: A Data-Driven Approach to Personalized Learning (Master's Thesis)

- Developed clustering algorithms to identify learner groups and visualized insights with Python (Matplotlib, Plotly, Streamlit).
- Utilized Generative AI with LLMs to create an AI-powered SQL query assistant, enhancing data retrieval and analysis.

Credit Card Fraud Detection Predictive Models GitHub Link

- Developed a comprehensive credit card fraud detection system utilizing machine learning algorithms.
- Analyzed large credit card transaction datasets, extracting features and detecting patterns indicative of fraudulent activities.

Amazon Books Data ETL Pipeline GitHub Link

- Developed and deployed an ETL pipeline for Amazon Books data using Airflow, Python, and Docker.
- Automated data extraction, transformation, and loading processes to ensure efficient data flow and processing.

End-to-End-Machine Learning-Project-With-ML-Flow GitHub Link

- Built an end-to-end ML pipeline with MLflow, Docker, and GitHub Actions for CI/CD.
- Deployed model on AWS using ECR and EC2 with self-hosted GitHub runner.

Sales Funnel Analysis (Tableau Project) GitHub Link

- Designed interactive dashboards simulating B2B SaaS sales funnels to visualize stage-wise conversion rates.
- Identified drop-off points and provided insights on funnel performance using conversion metrics and data visualizations.

Mobility Worldwide - Consulting and Customer Retention Department GitHub Link

- Analyzed average branch costs using Google Cloud Platform and visualized business trips in Looker Studio using data from SAP DWC.
- Investigated the feasibility of opening a new branch office using Big Query ML and Google Maps, combining geospatial and cost data.

Diabetes Analysis and Prediction GitHub Link

- Performed data analysis and visualizations to identify trends in health metrics like BMI, blood glucose, and HbA1c levels.
- Developed and optimized machine learning models, ensuring balanced predictions through advanced data preprocessing techniques.

Languages

- English (Native Proficiency, C2)
- German (Conversational, B1)