

# RAHUL KUMAR

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[LinkedIn](#)



## Profile & Skillsets

- Experienced **Data Analyst** with 8+ years in **Marketing Analytics**, **Credit Risk Assessment**, and **Business Intelligence**.
- Proven track record in **campaign optimization**, **customer segmentation**, and **predictive modeling** to drive data-driven decision-making and business growth.
- Successfully improved customer engagement by 12% and reduced acquisition costs by 15% through **A/B testing**, experimentation, and data-driven strategies.
- Adept at building and interpreting dashboards, sales funnel models, and performance reports using **Tableau**, **Power BI**, **Excel**, and **Looker** to improve KPIs and conversion metrics.
- Expert in leveraging programming languages (**SAS**, **Python**, **R**, **Java**, and **SQL**) and **analytical tools** to analyze complex datasets and deliver actionable insights.
- Proficient in **automating workflows** using **UiPath** and **Power Automate**, saving over 20+ hours of manual work monthly.
- Skilled in data pipelines, **ETL**, **Apache Airflow**, and **CI/CD** (**Git**, **Jenkins**, **Maven**).
- Experienced in **data processing, cleaning, and manipulation** using Python libraries such as **pandas**, **NumPy**.
- Strong background in **statistical modeling**, **regression**, **hypothesis testing**, and **forecasting**.
- Expert in **machine learning** and **predictive modeling** using **Scikit-learn**, **Keras**, and **PyTorch**.
- Proficient in **cloud platforms** like **AWS**, **Google Cloud Platform (GCP)**, **Databricks**, and **Microsoft Azure**, and **Snowflake** with expertise in databases such as **Oracle**, **Teradata**, **SAP** and **MS SQL Server**; familiar with **SAP P4PM** and **MLOps** practices.
- Expert in **AI automation** using **GPT-4** and **BERT** and deploying LLMs with Docker & Ollama. Skilled in AI infrastructure setup and application monitoring for reliability.
- **Leadership experience** in managing teams and collaborating cross-functionally to deliver scalable, data-driven solutions.

## 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.**

## Experience

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

- Automated document extraction using UiPath and Power Automate for structured and unstructured data.
- Developed data pipelines to store extracted data in Oracle databases, enhancing data accessibility and reliability.
- Implemented Generative AI applications such as "chat with database" and "chat with PDF," and integrated these solutions into Oracle APEX, streamlining document interaction and database queries.
- Deployed and maintained local AI models on Ubuntu(Linux based OS) using Docker and Ollama, ensuring secure and compliant AI infrastructure. Configured Web UI for browser-based interaction and real-time monitoring.

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

- Spearheaded customer behavior 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 advanced SQL-based financial data analysis, providing insights that supported strategic decisions and improved profitability for a key client program.
- 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 and promoting a data-driven culture.

## Certifications

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- Google Data Analytics Professional Certificate - Coursera (October 2024)
- Microsoft Certified: Power BI Data Analyst Associate (January 2024)
- Microsoft Certified: Azure Fundamentals (August 2023)
- Credit Risk Modeling in Python - Udemy (May 2023)
- Architecting with Google Compute Engine - Coursera (June 2022)
- Logistic Regression using SAS- In depth Predictive Modeling - Udemy (June 2020)
- Python For Data Science and Machine Learning Bootcamp - Udemy (May 2020)
- Data Science with SAS - Jigsaw Academy, (June 2016 – October 2016)

## Academic Projects

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### 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.

### 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.

### Statistical HR Analytics Dashboard with Tableau [GitHub Link](#)

- Created a Tableau dashboard to analyze employee metrics and turnover trends.
- Analyzed IBM HR data with Python and utilized statistical analysis to enhance attrition and performance management.

### 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

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- Englisch – Business Proficiency
- Deutsch – Elementary (B1)