ROHIT SINGH

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Professional Summary

Analytical Data Analyst skilled in SQL, Python, Power BI, and Excel with expertise in dashboard development, KPI reporting, and statistical analysis. Experienced in identifying customer behavior trends and revenue optimization opportunities across telecom and banking domains. Strong ability to transform data into actionable insights to support decision-making and improve business performance.

Education

Bachelor of Computer Applications (BCA) – Galgotias University, Greater Noida | CGPA: 8.08 | Graduation: 2025
Senior Secondary (12th) – CBSE, 2022

Projects

1.Real-Time Healthcare Dashboard – Cost & Patient Outcome Optimization

Tools Used: Power BI, DAX, Excel, SQL

- Developed an interactive real-time healthcare dashboard in Power BI using DAX measures and data modeling to track treatment costs, patient recovery periods, and bed occupancy for 3,000+ patients.
- Analyzed operational and financial data using Excel and SQL to identify high-cost departments and resource utilization gaps, enabling management to implement initiatives that reduced expenses by 8%.
- Automated report refresh and KPI tracking in Power BI, improving reporting efficiency and decision-making speed for weekly performance reviews. Project Link (PDF)

2.Customer Spending Pattern Analysis – Banking Offers & Segmentation

Tools Used: Python (Pandas, NumPy), SQL, Power BI, Excel

- Performed exploratory data analysis (EDA) using Python (Pandas, NumPy) and SQL on transaction data for 8,000+ banking customers to identify spending patterns, high-value segments, and churn-risk groups.
- Designed personalized cashback and discount offer strategies based on customer segmentation and behavioral trends, improving customer engagement by 10% and increasing product adoption rates.
- Built interactive dashboards in Power BI to visualize customer segments, offer performance, and KPI metrics, supporting marketing and product teams in data-driven decision-making.   Project Link (PDF)

3.5G Data Usage Patterns & Revenue Optimization – Telecom Analytics

Tools: Excel, SQL, Power BI
- Analyzed 5G customer usage (streaming, gaming, video calls, downloads) for **10,000+ users** to identify usage behavior and churn risks.
- Built interactive Power BI dashboards enabling leadership to evaluate customer segmentation and plan performance.
- Identified optimized data plans and pricing strategies, **projected to increase revenue by 15%.**   Project Link (PDF)

Skills

Python: Data analysis, cleaning, and visualization using Pandas, NumPy, Matplotlib, Seaborn
Power BI: Dashboard creation, KPI reporting, and data storytelling
Excel: Formulas, Pivot Tables, VLOOKUP, and Power Query
Tableau: Data visualization and interactive dashboards
SQL: Joins, CTEs, aggregations, query optimization
Statistics & Analytics: Hypothesis testing, regression, correlation, forecasting
Business Intelligence: Data modeling, performance tracking, report generation
Soft Skills: Problem-Solving, Critical Thinking, Business Communication

Internship

AICTE-Palo alto Cybersecurity virtual internship (10 week) Completed in 2023.

Certifications

- Introduction to Career Skills in Data Analytics – LinkedIn Learning (2025)
- Excel with Copilot: AI-Driven Data Analysis – Practical Certification
- Data Analytics Job Simulation – Deloitte (Forage, 2025)

Languages

- English
- Hindi