

# KABIR SINGH CHHABRA

La Jolla, California

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## EDUCATION

**Master of Science in Business Analytics**, Rady School of Management 12/2025  
University of California, San Diego, CA

- Relevant Courses: Business Analytics, Consulting, Recommender Systems, Customer Analytics, SQL AND ETL, Marketing Analytics, Fraud Analytics, Unstructured Data Analytics

**Post Graduate Diploma, Business Analytics** 06/2024  
Ahmedabad University, Gujarat, India

**Bachelors Of Commerce, Finance** 06/2023  
Nirma University, Gujarat, India  
Relevant Courses: Financial Statement Analysis, Portfolio Management, Insurance, Banking and Financial services

## EXPERIENCE

**Internship**, Experian, Remote

Capstone Project

- Performed Financial analytics leveraging statistics and relevant metrics , to train deep learning models in fraud detection

**Teaching Assistant**, University Of California San Diego, San Diego 09/2024 - Present

- Executed weekly discussion sessions as a sole instructor, taught financial concepts to students
- Maintained and analyzed student performance data using Excel, identifying trends and areas for improvement using data analytics

**Business Analytics Intern**, WaghBakri Tea Group, Ahmedabad, India 05/2024 - 08/2024

- Supplied to data driven decision making at one of India's largest and most prominent tea groups by developing and managing interactive dashboards and data visualizations using Power BI and SQL
- Maintained Coordination with 4+ departments devising tailor made dashboards enabling actionable insights with focus on time management, identified bottlenecks and worked on process development to boost efficiency and strategic planning
- Ideated 5+ unique interactive dashboards, leveraging Power BI and SQL to transform and analyze data with emphasis on Dashboard Design and data driven storytelling and forecasting

**Finance Research Intern**, Suryam Minechem, Ahmedabad, India 05/2022 - 07/2022

- Initiated research in financial alternatives to enhance firm's liquidity by 15% by providing actionable insights to management, maintained Excel and Tableau dashboards and Smartsheet for collaboration
- Developed and implemented 30+ detailed financial models to evaluate liquidity options, enhancing ability to assess financial health and support strategic decision-making

## PROJECTS

Geo Analytics, Project, UCSD, Geospatial Analysis using SQL and ETL Pipelines

- Utilized snowflake,SQL and Python to manipulate 5+ large datasets and create meaningful datasets and discover regional preferences and product sentiments , to deliver actionable insights

**Customer Analytics**, , Project, UCSD, Netflix Customer Churn Analysis

- Designed a predictive churn model using Logistic Regression and Machine Learning models: Random Forest, and Neural Networks, reducing projected churn by 40%
- Identified behavioral indicators of customer attrition by focusing on main contributors to churn and feature engineering, helping optimize retention strategies and customer lifetime value (CLV)

**Marketing Analytics**, , Project, UCSD, Intuit Quickbooks Custom

- Developed customer segmentation models using XGBoost, Random Forests, and Neural Networks to identify high-value customer groups
- Built uplift models to optimize ad targeting, increasing conversion rates by 65% and improving marketing ROI by 25%

## SPECIALIZED SKILLS

- Languages/Coding:** Python, MySQL (Advanced), ETL, STATA, R, PostgreSQL
- Tools:** Tableau , Power BI, SQL Developer, VS Code, Jupyter, Microsoft Office Suite, Excel (Advanced), Google Sheets, Smartsheet , linux , ubuntu , github
- Other Skills:** Data science, Data Manipulation, Data Analytics, Big Data Analysis Database Management , Critical Thinking, Root cause analysis, Communication, linux , Teamwork, Data Mining, Web Scraping, API

## PROFESSIONAL AFFILIATIONS AND LEADERSHIP

- Leadership - Director Of Outreach, Rady Data Analytics Club - UCSD 09/2024 - Present