KUSH DESAI

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EDUCATION

University of California, San Diego - Rady School of Management | Dec 2025 San Diego, CA
Master of Science in Business Analytics **CGPA:** 3.82/4.00
Courses: Business Analytics Consulting, Customer Analytics, Business Intelligence Systems,
Collecting and Analyzing Large Data, Experiments in Firms, Scalable Analytics, Fraud Analytics, Marketing Analytics

University of Mumbai | Jul 2024 Mumbai, India
Post Graduate Diploma (PGD), Data Science and Business Analytics **CGPA:** 9.67/10.00
Courses: Data Visualization, Programming, Machine Learning, Time Series Analysis, NLP, Big Data Architecture

NMIMS University | Jul 2023 Mumbai, India
Bachelor of Science (B.Sc), Finance **CGPA:** 3.55/4.00
Courses: Financial Reporting, Financial Modeling, Business Valuation, Applied Econometrics

PROFESSIONAL EXPERIENCE

Associate Executive (Finance) | **DigitID Technologies Private Limited, Mumbai, India** Jul 2023 – Jul 2024
- Built financial models using Discounted Cash Flow (DCF) and integrated innovative technologies to improve valuation accuracy
- Collaborated with an investment banker to validate financial assumptions, resulting in a 10% increase in investor inquiries
- Conducted data preprocessing and exploratory analysis to support robust financial forecasting

Finance Intern | **DigitID Technologies Private Limited, Mumbai, India** Jul 2022 – Nov 2022
- Developed forecasting models for revenue, cost, and ROI to assess project viability and attract new investors

Summer Finance Intern | **WSB Real Estate Partners Private Ltd**, **Mumbai, India** May 2022 – Jul 2022
- Conducted real estate market research for a Private Placement Document, contributing to a commercial buy-out with a projected 12% ROI

PROJECTS

Customer Churn Prediction (Python) | UCSD
- Built churn prediction models (Logistic Regression, XGBoost, Neural Networks, Random Forest), with the top model achieving 1.9% churn prediction—closely aligned with the actual churn rate
- Quantified CLV impact of actions like handset upgrades and plan changes via breakeven analysis

Soccer Transfer Strategy Dashboard (Tableau) | UCSD
- Designed a Tableau dashboard to analyze player performance and market value, helping identify undervalued, high-performing players
- Combined multiple datasets with interactive filtering and calculated fields to support scouting decisions

Customer Lifetime Value Analysis (Python) | UCSD
- Performed EDA using Python (Pandas, NumPy, Matplotlib) to calculate Customer Lifetime Value (CLV) and identify high-value customer segments
- Applied regression modeling and segmentation to guide retention strategies and inform marketing campaigns

TECHNICAL SKILLS

- **Programming & Data Tools:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, PySpark), R, SQL (Advanced)
- **Visualization & BI:** Tableau, Power BI, Microsoft Office (Word, Excel, Powerpoint)
- **Machine Learning:** Regression, A/B Testing, CLV, Churn Prediction, Feature Engineering, Model Evaluation, NLP
- **Big Data & Cloud:** Apache Spark, Hadoop, AWS (EMR, SageMaker)
- **Customer Analytics:** Customer Lifetime Value (CLV), Churn Modeling, Segmentation, Campaign Targeting
- **Finance:** Excel (Solver, Goal Seek, Financial Modeling), Business Valuation, Financial Analysis
- **Certifications:** Bloomberg Market Concepts