

MOHD DANISH

New Delhi | Projects - <https://github.com/dashboard> |
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Skills

Data Analysis: Proficient in Excel, SQL, Power BI, and Python for data analysis and reporting.

Data Visualization: Experienced in creating dashboards and visual reports using Power BI.

Database Management: Skilled in SQL, database design, and management.

Programming: Knowledge of Python for data manipulation and analysis.

Projects

Customer Churn Analysis Project

- **Performed Data Analysis:** Utilized advanced SQL queries (CTEs, JOINS, and window functions) to extract, clean, and analyze customer behavior data, identifying key churn patterns and at-risk segments.
- **Developed Churn Prediction Metrics:** Designed churn prediction metrics by analyzing transaction frequency, product usage, and engagement trends, contributing to a 15% improvement in customer retention strategies.
- **Presented Insights to Stakeholders:** Created dashboards and detailed reports using SQL output, enabling actionable insights and strategic decision-making by business leaders.

E-commerce Sales and Customer Behavior Analytics Project

- **Data Integration and Analysis:** Utilized SQL to extract and transform large datasets from e-commerce databases, performing in-depth analysis of sales trends, customer segmentation, and purchase patterns.
 - **Interactive Dashboards:** Designed dynamic dashboards in Power BI to visualize key metrics such as sales growth, customer lifetime value (CLV), and product performance, enhancing decision-making for marketing and operations teams.
 - **Actionable Insights:** Identified opportunities to optimize pricing strategies and promotional campaigns, contributing to a 20% increase in revenue through data-driven recommendations.
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Education

- Master of Science in Mathematics |

Chhatrapati Shahu Ji Maharaj University Kanpur, Uttar Pradesh | 2017

- Bachelor of Science in Mathematics |

Kamla Nehru Institute of Physical & Social Science, Sultanpur, Uttar Pradesh | 2015

- Relevant Courses:

Advanced Statistical Methods: Focused on regression analysis, hypothesis testing, and predictive modeling.

- Certifications: Certified **Data Analyst** by PW(**Physics Wallah**).
