VANSH CHOUBEY

Nagpur, Maharashtra 440018 | 9022641591 | vanshchoubey214@gmail.com | LinkedIn | Portfolio

Summary

Data Analyst with a strong foundation in Python, SQL, Power BI, and Excel. Proven ability to extract actionable insights from complex datasets, build predictive models, and craft intuitive dashboards. Experienced in data wrangling, ETL, statistical analysis, and data visualization. Known for improving model performance and driving strategic outcomes, including a classification accuracy of 88%. Eager to apply analytical skills to solve real-world business problems in collaborative environments.

Education

Priyadarshini College of Engineering, Nagpur   **Dec 2021 - Jun 2025**
B.Tech, Computer Science and Engineering
  • **GPA:** 8.00

Projects

CREDIT RISK ANALYSIS USING LIGHT-GBM AND SMOTE - Final Semester Project | Github   **Jun 2025**
  • **Situation**: Retailer lacked clarity on customer value and loyalty segments.
  • **Task**: Build a predictive model for accurate credit risk classification.
  • **Action**: Applied LightGBM with SMOTE to handle class imbalance, performed preprocessing using Pandas, and visualized insights using Matplotlib.
  • **Result**: Achieved 88% accuracy with balanced predictions, reducing model bias and supporting informed lending decisions.

BUDGET & EXPENSE ANALYSIS - Personal Project | Excel Dashboard   **Apr 2025**
  • **Situation**: Difficulty in tracking categorized spending and comparing it against budgets.
  • **Task**: Build an automated tool to monitor expenses and highlight deviations from planned budgets.
  • **Action**: Designed a dynamic Excel dashboard using Pivot Tables, Slicers, and formulas (SUMIFS, INDEX-MATCH) to clean transaction data, categorize vendors via a custom grouping table, and map expenses to budget categories.
  • **Result**: Delivered a self-updating dashboard that enabled clear visualization of monthly expenses vs. budget, improving financial oversight and early detection of overspending patterns.

CUSTOMER SEGMENTATION ANALYSIS - Personal Project | Google Sheets Dashboard   **Mar 2025**
  • **Situation**: Retailer lacked clarity on customer value and loyalty segments.
  • **Task**: Segment customers based on behavior to enable personalized marketing.
  • **Action**: Cleaned and transformed data using Excel (SUMIFS, FILTER, QUERY), calculated RFM scores, and automated customer classification.
  • **Result**: Identified and categorized 3 key customer segments, enabling targeted messaging and increasing customer retention.

AD CAMPAIGN ANALYSIS IN POWER BI - Personal Project | Dashboard   **Feb 2025**
  • **Situation**: Business needed performance insights across advertising platforms.
  • **Task**: Analyze ad spend efficiency and optimize platform strategy.
  • **Action**: Used Power BI to develop dashboards, DAX for KPI computations, and trend analysis for campaign effectiveness.
  • **Result**: Provided actionable insights that influenced budgeting decisions, resulting in more efficient ad spend.

Skills

  • **Programming**: Python (NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn)
  • **Data Analysis**: SQL (SQLite, MySQL, PostgreSQL), Excel (Pivot Tables, Pivot Charts, VLOOKUP, XLOOKUP, VBA), Google Sheets, Data analysis, Data interpretation, Statistical tools, Spreadsheet software, Database software
  • **Business Intelligence & Visualization**: Power BI (DAX, API, Power Query), Tableau (Data Visualization, Dashboards)

Certifications

  • Microsoft Certified: Power BI Data Analyst Associate - View Credentials
  • Deloitte Australia Data Analytics Job Simulation on Forage - View Credentials