

Rahul Bansal

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Analytics professional with 4 years of experience in Data Science, generating insights, storytelling, automating, developing and compiling reports and dashboards using Tableau. Proficient in Statistics, Machine Learning, Data Modeling, R, Python, SQL, Tableau. Extensively applied data driven techniques/machine learning algorithms to solve real world business problems

EDUCATION

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| University of Connecticut - <i>M.S. in Business Analytics and Project Management (GPA 3.7/4.0)</i> | Jan 18 - May 19 |
| Manipal University - <i>Post-Graduation Diploma in Banking and Finance (GPA 8.53/10.0)</i> | Aug 14 - May 15 |
| Uttar Pradesh Technical University - <i>Bachelor of Science in Electrical and Electronics (GPA 8.25/10.0)</i> | Aug 10 - May 14 |

SKILLS

Programming & Tools: SQL (Oracle, SQL Server), R, Python, TABLEAU, MicroStrategy, MS Excel (Pivot Tables, VLOOKUP etc.), SAS JMP, SAS Miner, MS Visio, Power BI, Google Analytics, Alteryx, SAS Enterprise Guide, JIRA

Statistical Analysis & Machine Learning: Linear Regression, Logistic Regression, Decision Trees, Random Forest, Hypotheses Testing, Clustering, A/B Testing, Exploratory Data Analysis, Data Visualization, Data Warehousing, Data Wrangling, Marketing Analytics, Customer Analytics, Web Analytics, Data Interpretation and Modelling, Segmentation

PROFESSIONAL EXPERIENCE

Mu Sigma Business Solutions, LLC | Walmart (Health and Wellness) | Bentonville | Data Analyst. **Oct 19 - Present**

- Worked on **customer's survey** data and categorized them using **net promoter scores (NPS)** into **satisfied and unsatisfied customers**. Analyzed the unsatisfied customers using **Tableau** to red flag the attributes which drives them to give us negative rating. Using the insights to make the process and services more customer friendly.
- Build **Logistic Regression model** on survey data with an **accuracy of 78%** to predict the probability of customer giving us negative rating. Coordinated with marketing team to issue promotional offers to unsatisfied customers.

Mu Sigma Business Solutions, LLC | Walmart eCommerce | San Bruno | Product Data Analyst **July 19 - Sep 19**

- Identify **shopper trends, track ad inventory**, evaluate **product placements** to help understand current advertising efforts and find new areas to optimize customer experience
- Build data pipelines using **SQL / HiveQL** in order to power dashboards in **DOMO**. Also, resolve data issues and modify data pipelines as per updated data schemas

University of Connecticut - Client - LIMRA | Hartford | Graduate Analytics Consultant **Aug 18 - Dec 18**

- Identified key factors leading to Fixed Indexed Annuities contract cancelation and profiled customers on those factors
- Predicted potential FIA** contract termination by building **Random Forest model** with **71% accuracy**
- Visualized the data using **Tableau and Python** to identify the key factors in the policy that leads to termination

Axis Bank LTD | India | Assistant Manager | Data Analyst **Jun 15 - Dec 17**

CUSTOMER ANALYTICS & MARKETING ANALYTICS

- Managed projects following **Agile-Scrum** methodology and handled **Sprint planning, Daily Scrum and Backlogs**
- Identified **cross-selling** opportunities and **segmented customers using K-Means Clustering** for various company products (consumer banking domain) by analyzing their spending pattern and demographics in **Tableau** on the data flowing from CRM (**customer relationship management**), Branch Banking and Marketing team; optimized the **marketing cost by 10%**
- Performed **predictive analysis** on **transactional, demographic and financial data** of the **credit card holders** to **predict** the potential **credit card defaulters** and **lower down the fraudulent risk** by building **Random Forest** model; lowering the **quarterly defaulter rate by 20%**
- Analyzed and enhanced website traffic using **Google Analytics** and performed **A/B testing**
- Performed **market research** and **root-cause analysis** on problem areas influencing Axis Bank customer base
- Performed **database analytics** on credit card usage and identified major spend categories like **travel, entertainment**
- Implemented **Logistic Model** to predict **Churn Rate** of credit card customers; increased **retention rate by 16%**
- Simplified the **initial screening process** of the loan applications by building various classification models like **Logistic Regression, Decision Trees, KNN, Random Forest, XG Boosting** and predicting if the application will be accepted or rejected; **Random Forest** was identified as the best model with the least **misclassification rate of 22%**; Reduced the **workload of the underwriters by 30%** and making it more efficient

DATA WAREHOUSING & REPORTING

- Worked with Top Management to design customizable and responsive **Monthly Operational Report (MOR)** using **Tableau and SQL**; saving **120 Man-hours annually**
- Created **Tableau** reports for customer segments to deliver customer insights and recommendations to different teams
- Provided **ad-hoc** and **on-going statistical** decision support to decision makers within various departments
- Trained **new hires in exploratory data analysis, descriptive analytics and predictive analytics**, helping them ramp up fast in technical and business knowhows
- Collaborated with **Data Engineers** to implement **ETL** process using **Talend**, wrote and optimized **SQL** queries to perform **data extraction** and **merging** from **Oracle**