

# RACHIT NAYAK

nayak.rachit@gmail.com

(+91) 7054133350

Bangalore

<https://www.linkedin.com/in/rachitnayak/>

<https://github.com/nayakr1127>

## PROFESSIONAL SUMMARY

Results oriented and experienced Data Analyst with more than 6 years experience in Data Science & Analytics supporting business domains like Engineering, Sales, driving compliance for Business Operations in varied projects.

Seeking a position to help organization groups on analytical initiatives to improve operational insights

## EDUCATION

Great Lakes & McCombs School

PGP in Data Science and Business Analytics

IIT KANPUR, *M.Tech*

IIT KANPUR, *B.Tech*: Mechanical

## TOOLS & TECHNOLOGIES

- Scripting Languages: Python, R
- Database: SQL
- Visualization: Tableau, DataStudio
- Deployment: Flask, AWS EC2
- Cloud: Azure
- Advanced Excel, Google Sheets
- Google Analytics

## WORK HISTORY

**CUEMATH - Data Analyst in Central Operations Dept.**

(09-2020 to Present)

- Successfully interpreted data, using AWS Redshift, to identify key metrics, share monthly report with senior management showing overview of continuous corporate strategic initiatives
- Derive key metrics/insights through funnel analysis and user segmentation and built models to forecast on customer churn with 90% accuracy.
- Produce weekly performance reports for 3 aligned teams (Supply, Sales and OPS team) and assist senior leaders on analytical projects targeting trends and determine causation
- Engaged in Visualizing Cohorts, Funnel and dashboarding daily conversions, MAU, DAU, Marketing Insights, CAC, UTM source analysis, by using SQL querying on Redshift.
- Investigated data discrepancies, resolved them, achieved project deliverables with an internal team of 10+ analysts

**KOEL-Deputy Manager, Product Analyst**

(07-2015 to 08-2020)

- Worked with development team to define and implement customer change requests to enhance product functionality.
- Assisted development leads in definition of process flows, relative task priorities and business value measurement parameters.

## KEY SKILLS AND COMPETENCIES

- Funnel Analysis
- Data Analytics
- Data Visualization
- Data Quality Assessment
- Business Analytics
- Statistical Methods
- Predictive Analytics
- Machine Learning
- Classification Algorithms
- NLP and Text Analytics
- ARIMA/SARIMA Models
- Unsupervised Learning

## AWARDS

- Best Team Award for Design and Development of Firefighting engines, KOEL
- Best Team Award for Design and Development of 4-cylinder, BS-VI compliant engines, KOEL
- Valuable Associate of the month Award, Cuemath

- Attended weekly development team meetings and assisted in identification and resolution of issues to maintain development timeline and production budget integrity.
- Maintained, documented and presented progress reports to senior leaders interpreting the sales behavior effecting the production trends.
- Analyzed and reported performance data, translating findings into practical improvement actions.
- Played a stellar role as a member of Cross-Functional Team in Engineering Change meetings providing production parts input.
- Successfully resolved production parts information queries/Issues and DPAC (Dealer Parts Assistance) issues with 100% SLA.

## PROJECTS AND CERTIFICATIONS

### PGP - DSBA, GREAT LAKES

- Customer Churn analysis, E-Commerce (Capstone Project): Built a model to analyze the customer data and identify top factors driving churn and recommending retention strategies.
- Created multiple forecast models for two different products of a particular Wine Estate and recommended the optimum forecasting models
- Successfully delivered project on Election Exit Poll Prediction and U.S.A Presidential Speech Analysis using Machine Learning
- Created TABLEAU interactive dashboards to provide high-level insights to CEO of Insurance to drive the company's policymaking

### IBM DATA SCIENCE PROFESSIONAL CERTIFICATE, COURSERA

### DATA ANALYTICS SPECIALIST CERTIFICATE BY LINKEDIN

### GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE, COURSERA