Badam Sai Abhigna

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PROFESSIONAL SUMMARY

Analytical and detail-oriented aspiring Data Analyst with a strong foundation in data analysis and business analytics. Experienced in working with diverse datasets to generate actionable insights, build interactive dashboards, and design statistical reports. Skilled in Excel, SQL, Python, and data visualization tools, with hands-on experience in projects

EDUCATION

Bachelor of Technology (Mechanical Engineering)   2020 - 2024
Indian Institute of Technology, Roorkee   Grade: 7.6/10.0

Intermediate (Class XII)   2018 - 2020
Bhashyam Junior College   Grade: 10.0/10.0

Matriculation (Class X)   2017 - 2018
Bhashyam High School   Grade: 9.8/10.0

PROJECTS

Bank Churn Analysis Project (Github) (Demo)   August 2025

- Conducted analysis of 10,000+ CRM records using **Excel, MySQL,** and **Power BI** to uncover **churn patterns, risk segments, and retention opportunities**.
- Found Germany had the highest churn ($\tilde{}$32%) despite highest salaries.
- Female customers (25%) and mid-tenure (4–5 years) customers were high-risk, and single-product users showed lower retention.
- Recommended targeted retention and cross-selling strategies for these segments.

Chinook Music Store Project (Github) (Demo)   July 2025

- Analyzed 11 relational tables using advanced **SQL.**
- USA as the top revenue market , with Rock driving $\tilde{}$53% of sales.
- Found strong genre affinities and revealed that 80% of customers had no purchases in the last 6 months, signaling re-engagement opportunities.

Zomato Restaurant Expansion (Github) (Demo)   May 2025

- Analyzed 9,500+ restaurant records across 15 countries to identify expansion opportunities using **Excel.**
- Proposed 6 high-potential countries with above 4.3 average ratings and less than 1% market presence.
- Created dynamic dashboards using pivot tables
- And conditional formatting to highlight cities with favorable market conditions and strong customer sentiment.

CERTIFICATIONS

Professional Certificate Course in Data Science Newton School   March 2025

- Currently pursuing skills with a focus on **data analysis**, **statistics**, **Python**, **SQL**, and **machine learning**.
- Applying theoretical concepts to **real-world datasets and projects** for practical understanding.

Python for Data Sceince and Machine Learning Bootcamp Udemy (Link)   December 2024
   Focused on learning python for Data Analytics , Data Visualization and Machine Learning.

SKILLS

Computer Languages: Python, C++, SQL
Data Tools: Power BI
Software Packages: MySQL
Soft Skills: Presentation Skills, Leadership, Teamwork, Responsibility
Others: Microsoft Office, Tableau, Analytics

EXTRA-CURRICULAR ACTIVITIES

NSS Volunteer — NSS , IIT Roorkee December 2020 – July 2022

Led awareness campaigns and sessions, engaging 500+ students to promote integrity and responsibility.