

# Akash Kumar

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## PROFESSIONAL SUMMARY

Data-driven Computer Science graduate with experience in Data Analytics, Machine Learning, and Business Intelligence. Skilled in Python, SQL, Excel, Power BI, and predictive modeling, with hands-on experience analyzing large datasets to derive actionable business insights. Proven ability to apply analytical techniques to solve business problems, optimize decision-making, and support organizational growth. Eager to contribute strong analytical, problem-solving, and stakeholder-focused skills.

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## EDUCATION

<b>Bachelor of Technology</b> (Computer Science) Lovely Professional University	2016 - 2024 Grade: 6.2/10.0
<b>Intermediate (Class XII)</b> Rani Laxmi Bai Senior Secondary School	2014 - 2015 Grade: 76.0%
<b>Matriculation (Class X)</b> Rani Laxmi Bai Senior Secondary School	2012 - 2013 Grade: 9.8/10.0

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## PROJECTS

### Social Media Advertising Campaign Analysis & Conversion Rate Prediction March 2026

- Analyzed 300,000+ campaign records spanning 4 social media platforms and 4 marketing objectives to uncover drivers of customer conversion and advertising ROI.
- Engineered predictive features from campaign engagement and performance metrics, improving model readiness and analytical depth.
- Leveraged K-Means clustering to segment audiences and identify actionable customer groups for targeted marketing initiatives.
- Evaluated and optimized multiple machine learning models, culminating in a stacking ensemble architecture that achieved ~90% variance explanation ( $R^2 \approx 0.90$ ).
- Delivered actionable insights to support budget allocation, campaign optimization, and data-driven decision-making.

### RCB IPL Strategy Analysis June 2025

- Analyzed 15+ seasons of IPL match data to evaluate Royal Challengers Bangalore's performance trends across venues and match conditions.
- Developed 50+ SQL queries using joins, aggregations, subqueries, and window functions to extract player- and team-level insights.
- Assessed performance of 100+ players, identifying key metrics such as top scorers, wicket-takers, toss impact, and venue-wise win percentages.
- Generated KPI-driven insights to support data-backed strategy decisions related to team composition and match tactics.

### Zomato Marketing Analysis May 2025

- Performed end-to-end analysis on a dataset of 9,000+ restaurant records to identify trends in ratings, cuisines, pricing, and locations.
- Cleaned and standardized 20+ attributes, handling missing values and categorical inconsistencies.
- Built an interactive Excel dashboard with 15+ KPIs, pivot tables, slicers, and charts to present actionable insights.
- Identified high-performing cuisine categories and price segments influencing customer ratings and demand.

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## CERTIFICATIONS

### SQL (Advanced) Certificate HackerRank ([Link](#)) January 2026

Acquired Advanced SQL certificate from HackerRank

### Professional Certificate in Data Science Newton School March 2025

- Currently pursuing a comprehensive Newton's Data Science certification program encompassing data analysis, machine learning, statistical modeling, and data visualization.
- Gained proficiency in SQL, Power BI, spreadsheet applications, and statistical methodologies to effectively harness the power of data for informed decision-making.
- Acquiring practical skills to drive data-driven decisions, empowering future endeavors in the dynamic and rewarding realm of data science.

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## SKILLS

**Computer Language:** Python

**Databases & Data Tools:** Excel, MySQL, Power BI

**AI / ML:** Machine Learning, Scikit-learn

**Frameworks & Libraries:** NumPy, Pandas, Matplotlib

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## EXTRA-CURRICULAR ACTIVITIES

- Hackathon Participant – College Tech Fest (2024)**  
Participated in a 24-hour coding challenge to build a community-based web application using Node.js and MongoDB.
- Excel & Dashboarding Workshop – Data Analytics Club**  
Attended hands-on sessions focused on building KPI dashboards, using slicers, and deriving insights from survey data.
- SQL Mastery Challenge – College-Level Competition**  
Solved complex SQL problems using JOINS, subqueries, and aggregation techniques, ranking in the top 10 performers.