

Ankit Choudhary

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PROFESSIONAL SUMMARY

Results-driven Data Analyst with hands-on experience in SQL, Python, Excel, and Power BI, transforming raw data into actionable business insights through dashboarding, automation, KPI tracking, and analytical problem-solving. Skilled in data analysis, reporting, and process optimization with a strong focus on business impact and decision-making.

EDUCATION

Master of Computer Applications (Computer Applications) J.C.Bose university of science and tech, Y.M.C.A	2023 - 2025 Grade: 8.0/10.0
Bachelor of Science (Computer Applications) J.C.Bose university of science and tech, Y.M.C.A	2019 - 2023 Grade: 7.9/10.0

EXPERIENCE

Business Analyst Netmaxims pvt ltd	November 2025 - Present <i>Faridabad, Haryana</i>
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- Analyzed **500K+** transactional and customer datasets using **SQL** and **Python**, uncovering actionable insights that improved operational decision-making and supported revenue growth initiatives.
- Built interactive **Power BI** dashboards tracking KPIs, customer trends, and business performance, reducing manual reporting time by **30%** and enabling faster stakeholder reporting.
- Optimized complex **SQL** queries across large datasets, improving data retrieval performance by **40%** and accelerating analytics workflows for reporting teams.
- Automated recurring **Excel** and **Python-based reporting** processes, cutting manual effort by **50%** and improving reporting accuracy and efficiency.
- Performed **KPI and trend analysis** to identify growth and retention opportunities, contributing to data-driven strategies that improved overall business performance.

Quality analyst Intern BugHunters pvt ltd	February 2025 - November 2025 <i>Faridabad, Haryana</i>
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- Validated **1M+** records across end-to-end data pipelines and BI dashboards using **SQL** and **Python**, achieving **98% data accuracy** and reducing reporting inconsistencies by **40%**.
- Translated **20+ business requirements** into automated data validation logic and quality checks, **reducing manual verification effort by 50%** and improving testing coverage.
- Built interactive **Power BI dashboards** tracking **15+ business KPIs**, reducing stakeholder reporting time by **30%** and improving real-time performance visibility.
- Developed Python-based data analysis and validation scripts, increasing **defect detection rate by 35%** and reducing data issue **resolution time by 45%**.
- Automated ETL and data quality validation workflows for multiple reporting pipelines, **improving data reliability by 40%** and minimizing manual intervention in recurring validation tasks.

PROJECTS

CUSTOMER CHURN & CONVERSION ANALYTICS (Github)	February 2026
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- **Problem:** An e-commerce platform handling **120K+** user sessions and **25K+** monthly transactions faced rising customer churn, high cart abandonment, and low conversion visibility, impacting overall customer retention and revenue growth.
- **Approach:** Built an end-to-end Customer Analytics solution on **250K+** behavioral records using **Power BI, SQL, and Python** to analyze churn patterns, abandoned carts, user engagement, and WhatsApp marketing funnels (sent → opened → clicked → purchased).
- **Impact:** Identified a **68% cart abandonment rate** at the checkout stage and discovered that users with **5+ minute session durations** showed nearly **2.3× higher conversion probability**. Derived targeted engagement strategies projected to improve conversion rates by **15%** and increase campaign effectiveness by **20%+**.
- **Tools & Technologies:** Power BI, SQL, Python, KPI Dashboarding, Funnel Analysis, Customer Segmentation, Marketing Analytics, User Behavior Analysis, Data Visualization.

- **Problem:** Managed and monitored **500K+ real-time IoT sensor records** from sanitization devices deployed across multiple train coaches, where inconsistent device performance and delayed fault detection were affecting operational efficiency and maintenance response times.
- **Approach:** Performed **data cleaning, preprocessing, and exploratory data analysis (EDA)** on high-frequency sensor data including **temperature, UV intensity, infrared activity, SPM particle levels, and network status** to detect anomalies and evaluate device health across varying environmental conditions.
- **Impact:** Designed **color-coded device health indicators** (optimal, warning, critical) and identified recurring anomaly patterns that enabled **early fault detection**, reducing device downtime by **20%** and improving monitoring efficiency through proactive maintenance recommendations.
- **Tools & Technologies:** **Power BI, SQL, Python, IoT Analytics, Real-Time Monitoring, Sensor Data Analysis, Anomaly Detection, KPI Dashboarding, Data Visualization, Predictive Maintenance.**

CERTIFICATIONS

Data Structures Apna College ([Link](#))

July 2024

- Completed advanced Data Structures & Algorithms (DSA) training in Java, solving **500+ problems** across LeetCode and CodeStudio while strengthening problem-solving, optimization, and algorithmic thinking skills.

Natural Language Processing (NLP) IIT Kharakpur ([Link](#))

July 2024

- Built a strong foundation in **Natural Language Processing (NLP)**, covering language modeling, text representation, syntax, semantics, and machine translation concepts with applications in modern AI systems.

SKILLS

Computer Languages: SQL, Python, Machine Learning, Python, NoSQL, SQL

Data Tools: Power BI, TensorFlow, PostgreSQL, NumPy

Software Packages: Excel, Pandas, Matplotlib, Excel, Scikit-learn, MySQL, MongoDB

Soft Skills: Interpersonal communication, Time management, Research, Teamwork, Critical Thinking, Presentation Skills, Communication Skills

Others: AWS, Jira, Git and Github, Matplotlib seaborn, Postman, Spreadsheet, Product Management, Problem-Solving, Generative AI, GenAI