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) 2023 - 2025
J.C.Bose university of science and tech,Y.M.C.A Grade: 8.0/10.0

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

EXPERIENCE

Business Analyst November 2025 - Present
Netmaxims pvt ltd *Faridabad, Haryana*

- 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 February 2025 - November 2025
BugHunters pvt ltd *Faridabad, Haryana*

- 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

- **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**.

IOT DEVICE DATA ANALYSIS FOR TRAIN SANITIZATION (DUVROO) (Demo) December 2025

- **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 Language: Python, SQL
Soft Skill: Communication Skills, Critical Thinking, Interpersonal communication, Presentation Skills, Problem-Solving, Research, Teamwork, Time management
Databases & Data Tools: Excel, MongoDB, MySQL, NoSQL, PostgreSQL, Spreadsheet
AI / ML: GenAI, Generative AI, Machine Learning, Scikit-learn, TensorFlow
APIs & Testing: API, Postman
Cloud & DevOps: AWS, Git and Github
Domain & Business Skills: Jira, Product Management
Frameworks & Libraries: Matplotlib, Matplotlib & seaborn, NumPy, Pandas