

Keshav Kumar

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PROFESSIONAL SUMMARY

I am a diligent Plant and Maintenance Engineer, having graduated from Burdwan University and currently excelling at ITD Cementation India Limited. Driven by my passion for new technologies, I am transitioning into data science. I aim to leverage my skills in data analysis, and data visualization to provide impactful business insights. With experience in SQL, Power BI, and Python, I have successfully analyzed large datasets and developed predictive models. My career goal is to become a data scientist who transforms raw data into actionable strategies, contributing to business growth and innovation while fostering my diverse interests in singing and reading.

EDUCATION

Bachelor of Engineering (Electrical Engineering) University Institute of Technology Burdwan	2018 - 2022 Grade: 9.06/10.0
Intermediate (Class XII) R.P.S School	2016 - 2017 Grade: 88.0%
Matriculation (Class X) R.P.S School	2014 - 2015 Grade: 10.0/10.0

EXPERIENCE

Plant and Maintenance Engineer October 2022 - Present
ITD Cementation India Limited *Bengaluru*

- Inspect all electrical and mechanical equipment at the site daily.
- Responsible for maintenance to ensure smooth site operations.

PROJECTS

Analytical CRM development for bank ([Demo](#)) April 2024

- I analyzed customer tenure, product engagement, and active membership using Excel, Power BI, and SQL to understand their impact on churn rates.
- Findings showed that customers with shorter tenures and fewer product engagements are more likely to churn.
- This highlights the importance of nurturing long-term relationships and promoting additional products.
- Data revealed variations in churn rates across different segments and countries, suggesting the need for tailored retention strategies.
- By enhancing customer engagement, offering personalized services, and using data analytics for targeted campaigns, the bank can effectively reduce churn and improve retention.

Skills: Power BI, SQL, Excel, PowerPoint

Columbia Asia Hospital project ([Demo](#)) March 2024

- Revenue Generation: Used Power BI to analyze hospital revenue streams, identifying high and low-performing areas.
- New Hire Insights: Analyzed departmental performance to recommend suitable departments for new hires.
- Patient Discounts: Developed data-driven discount strategies by examining patient demographics and financial data.
- Data Analysis: Created interactive dashboards in Power BI to support strategic decision-making.
- Reporting: Compiled findings into a clear, visual report for easy understanding and implementation by hospital management.

Skills: Power BI and PowerPoint

The Zomato project ([Demo](#)) January 2024

- I am a consultant data analyst at Zomato, focused on expanding restaurant locations.
- Using Excel for data collection, geospatial analysis, and predictive modeling, I identify optimal sites for new restaurants.
- My work involves market research and statistical analysis to support strategic decisions.
- This project enhances Zomato's market penetration and optimizes resource allocation.
- It improves customer satisfaction by tailoring services to consumer preferences.

Skills: Excel and PowerPoint

CERTIFICATIONS

Certificate of Achievement Newton School ([Link](#))

April 2024

- Completed the Data Analyst phase.
- Part of the Professional Certification in Data Science Artificial Intelligence.
- Demonstrated proficiency in data analysis, including data preparation, statistical analysis, and visualization.

SKILLS

Computer Languages: Python

Data Tools: Power BI

Software Packages: Excel, MySQL

Soft Skills: Communication Skills, Public speaking, Written communication

EXTRA-CURRICULAR ACTIVITIES

participated in a singing competition and poster-making competition.