

# Keshav Kumar

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## PROFESSIONAL SUMMARY

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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

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

## EXPERIENCE

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**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

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**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

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**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

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**Computer Language:** Python

**Soft Skill:** Communication Skills, Public speaking, Written communication

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

## EXTRA-CURRICULAR ACTIVITIES

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participated in a singing competition and poster-making competition.