

# ASHUTOSH BAINS

## BUSINESS ANALYST

### CONTACT

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Data-driven professional with expertise in data interpretation, analysis and data visualization, seeking to excel in a career in data analytics. Proficient in extracting insights from complex datasets to inform strategic decision-making. Strong analytical skills coupled with a passion for leveraging data to drive business success.

### SKILL SET

Data Analysis	Python
Data Visualization	Power BI
Data Storytelling	MS Excel
Machine Learning	TensorFlow
SQL	R
Deep Learning	
C#	

### EDUCATION

#### MBA Business Analytics

Chitkara University, Rajpura  
Jul 2023 - 2025  
CGPA - 9.87 (till 1st semester)

#### Bachelor of Computer Applications

Vijay Institute of Higher Education, Mandi  
Jun 2018 - May 2021  
CGPA - 7.8

#### Higher Secondary Education

DAV Centenary Public School, Mandi  
2015 - 2016  
Percentage - 85.6%

#### Secondary Education

Indus World School, Mandi  
2013 - 2014  
CGPA - 9.6

### WORK EXPERIENCE

<b>Game Programmer</b>	<b>Jan 2023 - Jun 2023</b>
<i>Black March Studios, Dehradun</i> Designed and implemented intricate game mechanics, collaborated with artists, designers and producers to define technical requirements and constraints, facilitating seamless integration of gameplay elements.	

### PROJECTS

<b>Customer Churn Prediction</b>	<b>2024</b>
Utilized predictive modelling techniques to perform telecom customer churn prediction using Python, Pandas and Sklearn.	
<b>RFM Segmentation Analysis</b>	<b>2024</b>
Conducted RFM segmentation analysis on music store dataset using SQL queries, enabling targeted marketing strategies.	
<b>HR Attrition Dashboard</b>	<b>2024</b>
Created an integrated HR dashboard in Power BI, incorporating Python for accurate employee attrition prediction and actionable insights.	
<b>Neural Network for Image Classification</b>	<b>2024</b>
Implemented neural network-based image classification for ecommerce products using TensorFlow and Python.	
<b>Sales Overview Dashboard</b>	<b>2024</b>
Developed a sales overview dashboard in MS Excel, offering insights for performance analysis and decision-making.	

### CERTIFICATIONS

#### From Coursera:

Data Modelling in Power BI	2024
Harnessing the Power of Data with Power BI	2024
Introduction to TensorFlow for AI, ML and DL	2024
Extract, Transform and Load Data in Power BI	2024