Abhishek Singh

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EXPERIENCE

DATA ANALYTICS PROJECTS

Capstone: Market & Financial Forecasting | Business Policy and Strategic Management (BUS-690)

- Led a team to secure 1st place globally out of 4,455 teams by implementing data-driven market strategies
- Conducted financial modeling and market forecasting to optimize international business operations
- Developed predictive models for market trends, resulting in a 35% increase in profitability
- Utilized forecast models to predict market shifts, enabling optimal pricing, inventory, and logistics

NASA® AI Risk Assessment | IT Project Management (ISYS-663)

- Developed a project roadmap for an AI-powered risk assessment tool, outlining key phases from research to implementation
- Conducted a feasibility analysis, informing key stakeholders on technical, operational, and financial viability of AI integration
- Designed a structured framework for integrating predictive analytics into risk assessment, focusing on data-driven decision-making

Subscription Analytics | Customer Retention & Forecasting

- Designed a relational database schema to structure customer subscription data for efficient tracking
- Developed SQL queries to track churn rate and customer retention trends, uncovering retention trends that informed marketing decisions and increased customer LTV by 12%
- Built Python-based forecasting models to identify peak subscription periods, optimizing marketing spend by 18%

Sales Data Analysis | Revenue & Profitability Optimization

- Cleaned and transformed 15,000+ rows of raw sales data to ensure data integrity
- Built financial performance dashboards in Power BI to analyze seasonal sales trends and product performance
- Identified underperforming product categories, leading to a 37.79% revenue loss, and provided strategic recommendations that improved profitability by 12%

WORK EXPERIENCE

US Bank | Analytics Consultant   May 2018 – August 2022

- Analyzed customer transaction data to optimize marketing & product strategy, increasing digital banking adoption by 15%
- Designed financial analytics dashboards in Power BI to track revenue performance
- Conducted SQL-based risk analysis on client portfolios, reducing fraud incidents by 15% and ensuring compliance with regulatory standards
- Leveraged analytics dashboards to refine customer acquisition and retention strategies, contributing to a $2.5M increase in ARR

CORE SKILLS

- **Technical**: SQL, Python, ETL workflows, dbt, BigQuery, Power BI, Tableau, Looker
- **Analytics:** KPI & Business Metrics, Dashboard Development, Excel, Project Management, Agile Methodologies

EDUCATION

San Francisco State University
B.S. Business Administration – Information Systems
Relevant Courses: Managing Enterprise Data, Managing Enterprise Networks, IT Project Management

Certifications
Google Data Analytics Certificate | Coursera
Expected March 2025