

Abhay Pareek

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SUMMARY

Final-year B.Tech (ECE) student with hands-on experience in SQL, Python, and Power BI, applying data cleaning, exploratory analysis, and dashboard development to business problems such as subscription churn and revenue retention. Comfortable working across the full analytics pipeline – from raw, messy data to actionable business insights – and currently expanding this work through an in-progress customer segmentation and RFM analysis project.

TECHNICAL SKILLS

- **Languages & Query:** SQL, Python
- **Data Analysis:** Pandas, NumPy, Data Cleaning, Exploratory Data Analysis, Statistical Analysis
- **Visualization & BI:** Power BI, DAX, Power Query, Matplotlib
- **Database:** PostgreSQL
- **Spreadsheet:** Microsoft Excel, OpenPyXL

PROJECTS

Customer 360 — E-commerce Growth & Retention Intelligence

GitHub

- Engineered an end-to-end e-commerce data pipeline using Python (Pandas/NumPy) for data validation, cleaning, and outlier treatment across large-scale order transaction records.
- Implemented RFM customer segmentation modeling in Python to categorize the customer base into Champions, Loyal, At Risk, and Lost segments.
- Executed advanced PostgreSQL query workflows (CTEs, window functions, GroupBy) to evaluate sales concentration (Pareto principle), repeat purchase rates, and product profit margins.
- Designed a 7-page interactive Power BI dashboard featuring dynamic drill-throughs, custom tooltips, and what-if scenarios; uncovered that At-Risk customers accounted for 34% of total revenue opportunity.

RavenStack — Subscription Health & Revenue Retention Analytics

GitHub

- Analyzed churn and retention across ~500 subscription accounts using SQL and Power BI, building KPI measures for MRR, churn rate, and a customer risk score.
- Identified that churn was concentrated by industry and geography (DevTools at 30.97%, Germany at 32%) rather than product usage or support experience, ruling out product/support fixes as the primary lever.
- Found monthly-billing customers disproportionately represented among at-risk accounts and recommended a targeted incentive to shift them to annual billing.
- Evaluated the existing rule-based risk model, identifying that it under-weights industry and geography – the strongest actual churn signals – as a direction for future iteration.

InsightFlow Analytics — End-to-End Retail Data Pipeline

GitHub

- Built a full retail analytics pipeline (Python, PostgreSQL) processing 15,000+ orders across 15 stores and 2,000 customers, from raw CSV ingestion through validation, cleaning, and analysis.
- Designed a normalized PostgreSQL schema with primary/foreign keys and indexes, with a Python connection layer using context managers for reliable database access.
- Cleaned data in Pandas/NumPy (deduplication, missing-value handling, outlier detection) and generated business analytics on sales trends, top customers, and regional/product performance.
- Automated a multi-sheet Excel report (OpenPyXL) and chart generation (Matplotlib), validated with 19 pytest unit tests.

BookVerse — SQL Analytics & Business Insights

GitHub

- Wrote 24 SQL analyses (joins, CTEs, window functions, subqueries) on a PostgreSQL bookstore dataset, using ranking and aggregation to identify top-performing books/genres by revenue and segment customers by spend relative to the average order.

CERTIFICATIONS

Tata — GenAI Powered Data Analytics Job Simulation

Jul 2026

Credential — EDA & risk profiling, AI-driven business reporting

Lloyds Banking Group — Data Science Job Simulation

Oct 2025

Credential — Exploratory analysis, building a machine learning model

Quantium — Data Analytics Job Simulation

Sep 2025

Credential — Customer analytics, experimentation & uplift testing

Deloitte Australia — Data Analytics Job Simulation

Sep 2025

Credential — Data analysis, forensic technology

EDUCATION

B.Tech, Electronics and Communication Engineering

JSS Academy of Technical Education, Noida

Graduated: Jun 2026