

ABHISHEK RAJPUROHIT

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Experience

Celebal Technologies

NOIDA

Business Analyst Intern

June '24-SEP. '24

- Developed **10+ interactive SQL reports** for real-time product tracking and data analysis, improving operational visibility and decision-making.
- Analyzed performance metrics, generating actionable insights that boosted product strategies and enhanced marketing effectiveness by **15%**.
- Built **5+ interactive Power BI dashboards** to visualize key business metrics, enabling data-driven strategy formulation and performance monitoring.

Projects

Covid-19 Dataset Analysis (Power BI)

- Developed an interactive Power BI dashboard visualizing COVID-19 trends, analyzing over **100,000 data points** on cases, vaccinations, and recoveries using **line charts, column charts, and stacked bar charts**.
- Automated real-time data updates by leveraging Power Query for data transformation and cleaning, ensuring data accuracy.
- Implemented **10+ dynamic filters** and custom DAX measures to enhance data exploration and provide actionable insights through interactive visuals.

Diabetes Prediction (IBM SPSS)

- **Trained and tested** a predictive diabetes diagnosis model using IBM SPSS, analyzing **500+ patient records** for factors like age, BMI, and glucose levels.
- Applied logistic regression to predict diabetes likelihood, achieving a **model accuracy of 85%** with optimized parameter tuning.
- Evaluated performance using **metrics** such as **precision (82%), recall (78%), and F1-score (80%)** for robust assessment.

Skills

MS Office, Machine Learning, Excel, Power BI, SQL, Tableau, Python, SPSS, Story Telling, People Management

Educations

Lloyd Business School

Greater Noida

PGDM in Business Analytics and Marketing

June '23 - June '25

School of Management Sciences

Varanasi

BBA in Management

Aug'19 - Aug '22

Achievements

- **Media Maestro**, Chapter and Frame (Lloyd's Cultural Club)
- Event Planning and Media Coordination at **HR CONCLAVE 6.0**.
- Organized and Managed **Cultural Activities** held in LLOYD BUSINESS SCHOOL
- Performed as a participant in **college dance events** (Tagore International School, Jaipur)
- Participated as Teaching Assistant at **One Week FDP** at **JNU**(Jawaharlal Nehru University)