ADITYA KUMAR

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Education

Manipal Academy of Higher Education, Manipal	**Aug 2024 – Jul 2026**
M.Sc. in Business Analytics	7.65
Sikkim Manipal University, Sikkim	**Jul 2021 – Jul 2024**
BCA in Computer Applications	7.57

Skills Summary

Programming and Databases: Python, R, SQL, MySQL
Frameworks: Pandas, NumPy, Matplotlib, Scikit-Learn
BI & Reporting Tools: Power BI (DAX, KPI dashboards), Tableau, Excel (Pivot Tables, Power Query), Google Sheets
Core Skills: Data Cleaning & Wrangling, Exploratory Data Analysis (EDA), Statistical Analysis, Forecasting, Business Requirement Analysis, Predictive Modeling

Work Experience

MedTourEasy — **Mar 2025 – Apr 2025**
Data Analyst Intern — *Delhi, India*

- Evaluated cosmetic ingredient datasets to identify products suitable for sensitive skin, improving recommendations accuracy and customer engagement.
- Executed data preprocessing and feature engineering to improve recommendation precision and user experience.
- Designed interactive dashboards to monitor product performance and user behavior, contributing to a 39% increase in platform engagement.

Projects

Global Student Migration Analysis | Python — **Apr 2025 – May 2025**

- Conducted exploratory data analysis, statistical modeling, and predictive analysis to identify global migration patterns and influencing factors, improving analytical reliability by 29%.
- Built visual reports that supported enrollment forecasting and admission planning, improving forecast efficiency by 37%.

Retail Sales Analysis | MySQL — **Jul 2025 – Aug 2025**

- Built and maintained a MySQL-based retail sales database with ETL workflows and category-wise customer segmentation.
- Assessed shift-wise sales performance and identified the top five customers contributing 12% of total revenue, supporting inventory and demand planning.

Ad-Click Prediction using Machine Learning | Python — **Aug 2025 – Nov 2025**

- Trained and evaluated machine learning models, including Logistic Regression, Decision Tree, Random Forest, Gradient Boosting, and KNN, achieving 93% accuracy and a 0.94 F1-score.
- Analyzed user behavior patterns and recommended Random Forest to improve CTR prediction and reduce advertising spend inefficiencies.

Domino's Pizza Sales Dashboard | Power BI — **Mar 2025 – Apr 2025**

- Designed a Power BI dashboard to track sales performance, category-wise revenue, and time-based sales trends using custom DAX measures.
- Implemented KPIs such as Total Revenue, Average Order Value, and Peak Order Time, enabling operational decisions and improving reporting consistency by 30%.

Time Series Forecasting of Air Pollution | R — **Sep 2025 – Nov 2025**

- Examined daily air pollution data for Bangalore (2018–2024) to identify trends, seasonal patterns, and data quality issues.
- Built and evaluated an ARIMA (3,0,1) forecasting model using stationarity tests and residual diagnostics to support actionable insights.

Certifications

**Google Data Analytics	Link**	**Mar 2025**
**Machine Learning and NLP Basics	Link**	**Sep 2025**
**Statistics for Data Science with Python	Link**	**Sep 2025**
**Data Analysis with Python	Link**	**Aug 2025**
**Introduction to Cloud Computing	Link**	**Sep 2025**