

Ashutosh Kumar Jha

Noida, New Delhi, India

+91-9903568209

ashutosh.k.jha007@gmail.com

LinkedIn

GitHub

HackerRank

Summary

Data Analyst with 1+ year of experience in SQL, Python, and BI tools, specializing in **marketing analytics, KPI tracking, and customer behavior analysis**. Experienced in analyzing large-scale datasets (1M+ users), optimizing **campaign performance, conversion rates, and retention metrics**. Skilled in building dashboards and delivering actionable insights to drive data-driven decision-making.

Experience

GeeksforGeeks

Apr 2025 – Dec 2025

Member of Technical Staff (Data & Analytics)

On-site

Analyzed behavioral data for 1M+ daily users to identify **retention trends, churn patterns, and engagement insights**. Designed and optimized SQL queries (CTEs, window functions) on Amazon Redshift, improving reporting performance by 25%. Built Power BI and Tableau dashboards to track **marketing KPIs** such as conversion, retention, and user engagement. Analyzed user acquisition and engagement funnels to identify drop-offs and improve **conversion rates**. Automated reporting workflows using Python (Pandas), reducing manual effort by 40%. Maintained datasets on AWS S3 and Redshift ensuring data accuracy and reliability. Collaborated with product and content teams to translate data insights into **business actions and performance improvements**.

Codespaze

Sep 2024 – Feb 2025

Machine Learning Intern

Remote

Developed predictive models in Python using structured datasets. Performed data preprocessing, feature engineering, and model evaluation. Created dashboards and visualizations to communicate insights to stakeholders.

Projects

Marketing & Content Performance Analytics (GeeksforGeeks)

Analyzed large-scale user and campaign data (1M+ users) using SQL and Google Analytics to evaluate content and marketing performance. Defined and tracked key marketing KPIs including **conversion rate, bounce rate, session duration, and user engagement**. Developed interactive Power BI dashboards to monitor campaign performance and content effectiveness in real-time. Performed funnel analysis to identify user drop-off stages and recommended optimization strategies to improve **conversion and engagement**. Collaborated with product and content teams to translate insights into actionable improvements, enhancing overall platform performance.

User Engagement & Retention Analytics

Conducted cohort and retention analysis on large-scale datasets (1M+ users) using SQL (CTEs, window functions) to evaluate user lifecycle behavior. Performed funnel and segmentation analysis to identify high-value users and churn-prone segments. Developed dashboards to track retention, churn, and engagement trends, enabling data-driven decision-making. Provided actionable recommendations to improve user retention and optimize long-term customer value (**CLTV**).

Skills

SQL & Programming: SQL (MySQL, PostgreSQL, CTEs, Window Functions), Python (Pandas, NumPy)

Visualization: Power BI (DAX, Data Modeling), Tableau

Marketing Analytics: Campaign Analysis, Conversion Rate Optimization, Customer Segmentation, A/B Testing, CLTV

Analytics: Exploratory Data Analysis, Statistical Analysis, Funnel Analysis, KPI Tracking

Tools: AWS (S3, Redshift), GCP (BigQuery), ETL Pipelines

Education

Techno Main Salt Lake, Kolkata

Sep 2021 – Jul 2024

B.Tech in Computer Science Engineering (AIML), CGPA: 7.98

Techno India Polytechnic, Kolkata

Jul 2018 – Aug 2021

Diploma in Computer Science and Technology, 76%

Certifications & Achievements

Certifications: Derive Insights from BigQuery Data – Google Cloud

Migrate MySQL Data to Cloud SQL – Google Cloud

Data Visualization for Business – TCS

SQL (Advanced) – HackerRank

Achievements: Ranked in the **Top 10% globally** in a Kaggle competition.

Secured **779th rank out of 4,206 participants** in a Kaggle Machine Learning competition.