

ROBIN SINGH

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SUMMARY

Data Analyst professional with over **4 years of experience** in machine learning and statistical analysis, expert in SQL optimization and data visualization. Key achievements include reducing API response time by 60% through SQL database optimization and improving marketing ROI by 20% via enhanced customer segmentation.

EXPERIENCE

Data Analyst

Bangalore, India

Paytm

09/2020 - 09/2023

- Optimized SQL database queries and introduced caching techniques, reducing API response time by 60%.
- Built and automated data extraction and cleaning pipelines, cutting manual processing time by 30%.
- Measured campaign effectiveness through A/B testing and funnel analysis leading to optimization of marketing spend.
- Monitored and reported on key business KPIs using SQL and Tableau. Created automated dashboards with trend analysis, enabling stakeholders to track performance against targets.
- Developed enhanced customer segmentation models using clustering algorithms. Identified 5 high-value segments based on behavior patterns, enabling targeted campaigns with 20% higher conversion.
- Created a technical onboarding guide and led training sessions for 10+ team members, enhancing team productivity and cross-functional collaboration.
- Analyzed customer behavior patterns delivering insights that improved marketing ROI by 20% through targeted outreach strategies.

Data Analyst Intern

Bangalore, India

Paytm

01/2020 - 07/2020

- Analyzed flight booking patterns using SQL and Tableau, leading to a 15% increase in personalized marketing campaign effectiveness and a 10% boost in repeat bookings.
- Developed interactive Tableau dashboards to track key business metrics, improving decision-making and increasing revenue by 5%.
- Performed ad-hoc analysis of product features using SQL and Python. Delivered actionable recommendations to product teams, contributing to 25% improvement in feature adoption rates.
- Collaborated with marketing and data science teams to refine predictive models, improving campaign targeting and conversion rates.

PROJECTS

LoanTap Credit Risk Analysis

01/2025 - 02/2025

Bath, United Kingdom

Developed a credit risk assessment model for LoanTap's personal loan product using machine learning techniques. Analyzed 10+ borrower attributes to determine creditworthiness and optimal loan terms, resulting in a predictive model that balanced risk management with growth opportunities.

- Performed comprehensive data cleaning and feature engineering on 15+ variables. Created meaningful flags for high-risk indicators, improving model performance by 12%.
- Built and optimized a logistic regression model for loan default prediction. Achieved 83% accuracy with balanced precision-recall metrics, enabling more informed lending decisions.
- Identified 3 key factors most predictive of loan repayment behavior. Provided actionable recommendations that could potentially decrease default rates by 18%.

Socio-Economic Analysis of Dietary Patterns

02/2024 - 05/2024

Bath, United Kingdom

Analyzed 500,000+ transactions from the Tesco Grocery 1.0 dataset to identify correlations between socioeconomic factors and grocery purchasing behaviors across London boroughs. Integrated household income data with shopping patterns to deliver actionable insights for retail strategy.

- Cleaned and transformed 3 disparate datasets (transactions, product catalog, income data) using Python, achieving 99.5% data integrity for analysis.
- Implemented K-means clustering algorithm to segment London consumers into 4 distinct profiles, optimizing silhouette score from 0.61 to 0.78 through feature engineering.
- Created an interactive Tableau dashboard with 5 visualization types that revealed 18% seasonal variation in premium product purchases across income brackets.

EDUCATION

Master of Science in Data Science

Bath, United Kingdom

University of Bath

09/2023 - 10/2024

Bachelor of Science in Information Science

Bangalore, India

Ramaiah Institute of Technology

08/2016 - 07/2020

SKILLS

Python, SQL, Tableau, Power BI, R, Microsoft Azure, Microsoft Excel, AWS, Customer Segmentation, A/B Testing, KPI Monitoring, Statistical Methods, Funnel Analysis, Cohort Analysis, Data Cleaning, ETL Processes, Data Quality Validation, Query Optimization, Product Analytics, Campaign Measurement, Customer Behavior Analysis