AAYUSH BASNET

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About Me

My journey into data analysis began with a fascination for numbers and the stories they tell. Before I even knew the term "data analyst" existed, I found myself analyzing data for personal pursuits, like stock market trends. This passion led me to discover the world of data analysis, and I haven't looked back since. Eager to learn and contribute, I've actively pursued knowledge through online courses, YouTube tutorials, a data analyst boot camp, and independent research. Now, I'm excited to leverage my skills and enthusiasm to make a real impact as a Data Analyst.

Skills

- **Languages**: Python, SQL, C/C++, R
- **Frameworks**: Pandas, Numpy, Seaborn, Matplotlib, Scikit-Learn
- **Tools**: Power BI, Excel, PowerPoint, Tableau, MySQL, Looker Studio
- **Platforms**: Jupyter Notebook, Visual Studio Code, SQL Server Management Studio
- **Soft Skills**: Rapport Building, Stakeholder Management, People Management, Excellent Communication

PROJECTS | LINK

BLACK FRIDAY SALES PREDICTION | LINK

- Achieved 75% accuracy rate in predicting Black Friday Sales by developing and deploying a machine learning model
- Managed data integrity by handling missing values and encoding categorical variables.
- Conducted experiments with both classification and regression algorithms to identify the most suitable approach.
- Identified and comprehend key factors influencing sales thorough analysis.

BRITISH AIRWAYS REVIEWS | LINK

- Analyzed passenger reviews to map out average rating across months, providing a comprehensive overview of customer sentiment throughout the year.
- Identified strengths and areas for improvement across various aircraft types, enabling British Airways to optimize their fleet operations.
- Implemented dynamic filters allowing users to tailor analysis based on specific sections, empowering stakeholders with actionable insights.

CUSTOMER PERFORMANCE INSIGHTS | LINK

- Analyzed data for 18,000 customers across 6 countries, identifying key segments based on children status, gender, and order frequency.
- Quantified revenue contribution of each segment (e.g. Customers without children in US generated $77.4M, 35.68% of total customers without children whereas Customers with children in Australia generate $39.67M, 44.02% of total).
- Unveiled a previously unknown correlation between customer age and product preference, enabling targeted marketing strategies.

EDUCATION

Madan Bhandari Memorial College Kathmandu, Nepal
Bachelor of Science in Computer Science and Information Technology (BSc.CSIT) Expected Graduation: 2026 (April)

- Relevant Coursework: Database Management, Statistics, Mathematics, Data Warehousing & Data Mining, AI

CERTIFICATES

SQL for Data Science (UCDAVIS) | CERTIFICATE **January 2024**

- Mastered core SQL syntax for data retrieval, analyze, and manipulation in data analysis applications.
- Learned to utilize SQL for extracting valuable insights from databases to inform strategic decisions.

Data Analysis with Python (IBM) | CERTIFICATE **March 2024**

- Gain expertise in the entire data analysis process using Python, from data acquisition and cleaning to building and evaluating machine learning models.
- Learn to utilize Pandas, Numpy, Scipy, and scikit-learn to import, manipulate, analyze, visualize data and build predictive models.

Managing Big Data with MySQL (Duke University) | CERTIFICATE **April 2024**

- Gain the ability to access and retrieve data, eliminating delays and empowering faster decision-making through queries.
- Understanding of relational databases and equips with practical skills to work with real databases.