

Abhishek Banaj

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🌐 [LinkedIn](#)

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Summary

Business Analyst with hands-on experience translating complex data into actionable business recommendations across healthcare and fintech domains. Skilled at partnering with marketing and product stakeholders to define KPIs, design user segmentation strategies, and drive measurable campaign outcomes for 4M+ monthly users. Combines strong SQL and analytical skills with the ability to communicate insights clearly to both technical and non-technical audiences.

Experience

Practo

Bengaluru, Karnataka

Business Analyst Intern

Sep 2025 – Present

- Partnered with marketing and product teams to define segment thresholds and business rules for a five-tier user segmentation framework (Platinum, Gold, Silver, Copper, Base), enabling precision campaign targeting across 4M+ monthly users.
- Translated segmented cohort data into CleverTap campaigns in collaboration with marketing, resulting in an approximate 25% improvement in engagement rates across top-tier segments.
- Conducted deep-dive SQL analysis on healthcare transactions and user behavior patterns, synthesizing findings into actionable recommendations that directly influenced product roadmap priorities.
- Identified an opportunity to automate patient query routing; scoped requirements and collaborated with the engineering team to deploy an LLM-powered consultation agent, reducing average consultation setup time by approximately 35% across 50K+ monthly queries.
- Created weekly and monthly stakeholder reports summarizing user engagement trends, campaign performance, and segment migration patterns to support data-driven decision-making.

InLighn Tech (InLighnX Global Pvt Ltd)

Bengaluru, Karnataka

Data Analyst Intern

Mar 2025 – Jun 2025

- Designed 5+ interactive Power BI dashboards tracking operational KPIs for delivery and operations teams, directly contributing to a 60% reduction in delivery cycle times.
- Processed and validated 100K+ records weekly using Python, SQL, and PostgreSQL, maintaining 98% data accuracy across pipelines feeding executive dashboards.
- Identified recurring forecasting gaps through exploratory analysis and independently built predictive models to support capacity planning decisions.
- Presented data-driven insights and dashboard walkthroughs to cross-functional stakeholders, translating technical findings into business-friendly narratives.

Projects

E-Commerce Customer Journey & Conversion Analysis

SQL, Python, Power BI

[GitHub](#)

- Analyzed end-to-end customer journey data across acquisition, engagement, and conversion stages to identify drop-off points and high-value user behaviors.
- Built a Power BI dashboard with funnel visualizations, cohort retention curves, and revenue-per-segment breakdowns, enabling the identification of three key interventions projected to improve conversion by 18%.
- Documented findings and recommendations in a structured business case format suitable for stakeholder review.

Bank Customer Churn Analysis & Retention Strategy

Python, Scikit-learn, Power BI

[GitHub](#)

- Built a churn prediction model (AUC: 0.94) and performed feature importance analysis to identify the top 12 drivers of customer attrition.
- Designed executive dashboards visualizing churn risk by customer segment, tenure, and product holding, enabling the retention team to prioritize outreach for high-risk cohorts.
- Translated model outputs into an actionable retention playbook with segment-specific recommendations for the business team.

Credit Card Fraud Detection & Threshold Optimization

Python, Scikit-learn

[GitHub](#)

- Developed a fraud detection model on a highly imbalanced dataset (0.17% fraud rate), achieving a precision-recall AUC of 0.87, optimizing for minimal false positives in a production-like setting.
- Performed cost-benefit analysis across detection thresholds to balance fraud loss reduction against customer friction, reducing false positives by 45%.
- Built a live monitoring dashboard tracking fraud KPIs including detection rate, false positive rate, and estimated savings.

Revenue Growth Analytics Case Study

SQL, Python, Power BI

[GitHub](#)

- Conducted a full revenue diagnostics analysis for a simulated SaaS business, decomposing total revenue into new customer acquisition, expansion, contraction, and churn components using cohort-based SQL queries.
- Identified that 62% of revenue loss stemmed from mid-tier account contraction in months 4–6, a pattern previously hidden in aggregate reporting.
- Built an executive Power BI dashboard with MRR waterfall charts, net revenue retention curves, and segment-level ARPU trends to surface actionable growth levers.
- Delivered a structured recommendation deck proposing three initiatives (onboarding revamp, usage-based pricing pilot, proactive CS outreach) with projected revenue impact estimates and prioritization framework.

Healthcare Consultation Workflow Automation

LangChain, Python

[GitHub](#)

- Mapped the existing manual patient consultation workflow, identified bottlenecks, and designed an automated solution using LLM-based prompt chains and retrieval pipelines.
- Defined success metrics (response relevance, triage accuracy, resolution time) and validated agent performance against baseline manual processes.

Technical Skills

Analysis & Visualization: SQL, Python, R, Power BI, Tableau, Looker, Excel, Matplotlib

Data Platforms & Tools: PostgreSQL, Apache Spark, CleverTap, Google Cloud, AWS

Modeling & Frameworks: Scikit-learn, Predictive Modeling, Segmentation Analysis, A/B Testing Fundamentals

Core Competencies: Stakeholder Communication, Requirements Gathering, KPI Design, Business Case Development, Cross-functional Collaboration, Agile Workflows

Education

REVA University

Master of Science, Data Science

Karnataka, India

Sep 2023 – Jul 2025

Goa University

Bachelor of Computer Application

Goa, India

Jun 2020 – May 2023

Certifications

- Python for Data Science and AI – IBM (Coursera)
- Microsoft Azure AI Essentials Professional Certificate – Microsoft (LinkedIn Learning)
- SQL for Data Science – University of California, Davis (Coursera)