

Abhay Tiwari

+91 7275372015 | ✉ tiwariabhay0597@gmail.com |  [Abhay Tiwari](#) |  [Abhay Tiwari](#)

Skills

- **Analytical Skills:** Data Collection, Data Mining, and Data Analysis.
- **Technical Skills:** SQL, Power BI, Microsoft Excel (Advanced), Microsoft PowerPoint
- **Tools & Methodologies:** JIRA, Agile (SDLC)
- **Business Acumen:** Lead Generation, Requirements Gathering, Business Requirement Documentation
- **Soft Skills:** Problem-Solving, Teamwork, Effective Communication, Critical Thinking, Cold Call & Mail

Work Experience

Trainee Business Analyst: Singsys Pte Ltd - Lucknow, India

July 29, 2024 – Sept 05, 2024

- Gained hands-on experience in lead generation, cold calling, and cold mailing, connecting with potential clients to identify business opportunities. Conducted market analysis to understand trends, customer needs, and gathered requirements directly from clients.
- Developed Business Requirement Documentation (BRD) to ensure alignment with client expectations. Strengthened communication and analytical skills by collaborating with teams, supporting business objectives, and streamlining processes.

Personal Project

E-Commerce Customer Churn Analysis

June 2024

- Conducted a Customer Churn analysis for an online retail dataset, identifying key drivers and developing targeted **retention strategies** to enhance customer loyalty and reduce attrition.
- Reduced retail customer churn by 16.84% through **MySQL** and **Microsoft Excel** analysis of 5,630 customers. Identified key drivers like login preferences, city tiers, and payment modes, enhancing retention strategies and improving customer experience.

Customer Segmentation: RFM Analysis

May 2024

- Neighbor Mart in a quiet neighborhood: rich customer data needed segmenting for targeted marketing, distinguishing high-value from low-engagement patrons.
- Implemented **RFM methodology** in **Microsoft Excel** for customer segmentation, enhancing engagement and retention. Identified 19% top customers, 26% loyal customers, and targeted 54% at-risk customers with exclusive perks and re-engagement campaigns.

Certificate

- **'B' and 'C' Certificate** - National Cadet Corps March 2021
- **Data Analysis Essentials** - [Cisco Networking Academy](#) February 2024
- **Business Analysts Basics** - [Simplilearn](#) | [SkillUp](#) February 2024
- **Agile Scrum Foundation** - [Simplilearn](#) | [SkillUp](#) February 2024
- **Power BI for Beginners** - [Simplilearn](#) | [SkillUp](#) May 2024

Education

- **Master of Science** – Computer Science
Integral University – Lucknow, India January 2023
- **Bachelor of Science** – Physics and Mathematics
Sidharth University – Khalilabad, India June 2019