

PIYUSH KALAMKAR

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 [Linkedin](#)

TECHNICAL SKILLS

Languages: Python (Pandas, NumPy, Matplotlib), SQL

Tools: Excel, Google Sheets, Power BI (basic)

Data Analysis: Data Cleaning, Visualization, Exploratory Data Analysis

Soft Skills: Communication, Team Collaboration, Problem Solving

WORK EXPERIENCE

Feb 24 – Present

I have 1.5 years of experience in User Acquisition and Data Analytics for mobile gaming, particularly in promoting popular games like Detective IQ 2 using Google Ads. My key responsibilities include:

- **User Acquisition** – Driving installs and high-quality users through strategic ad campaigns on Google Ads.
- **Ad Strategy Planning** – Developing and optimizing ad strategies based on real-time performance data.
- **Data-Driven Analysis** – Monitoring user drop-offs, ad revenue contribution, and gameplay behavior to make informed decisions for improving retention and monetization.
- **Creative Management** – Managing the performance and organization of ad creatives, ensuring the right video assets are used for the right audience.
- **YouTube Analytics** – Tracking engagement and campaign success through detailed YouTube performance metrics.

PERSONAL PROJECTS/AWARDS & ACHIEVEMENTS

Netflix Data Analysis

- Cleaned raw Netflix dataset by handling missing values, duplicates, and formatting issues.
- Analyzed subscription trends and user purchase patterns across different regions.
- Studied state-wise usage and average movie ratings to identify top-performing areas.
- Presented key findings through interactive dashboards for business decision-making.

Blinkit Data Analysis

- Cleaned and pre-processed raw Blinkit dataset by handling missing values and ensuring data consistency for accurate analysis.
- Created visualizations including bar charts, pie charts, and heatmaps using Python (Pandas, Matplotlib, Seaborn) to answer business questions.
- Analyzed customer behavior and purchase trends, providing actionable insights through question-based data interpretation.

EDUCATION

Yeshwantrao Chavan College of Engineering (YCCE), Nagpur	2021- 2024
• Computer Technology	
Priyadarshini Polytechnic Nagpur	2019 - 2021
• Computer Technology	
janta mahavidyalaya Chandrapur	2017-2019
• HSC	