E R MONIKA

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SUMMARY

Detail-oriented Data Analyst with hands-on experience in Python, SQL, and data visualization (Power BI). Proficient in cleaning, transforming, and analyzing datasets to uncover actionable insights. Skilled in statistical methods, exploratory data analysis (EDA), and dashboard creation. Academic projects include customer churn analysis and sales trend forecasting. Passionate about translating raw data into strategic business solutions.

EDUCATION

B.Tech, Computer Science and Engineering 2021 - Present
KL University, vijayawada, India 9.3 CGPA

Board of Intermediate Education (MPC) 2019 - 2021
Sri Vivekananda Junior College, chittoor, India 914/1000

Secondary Education 2018 - 2019
Vijayam The School, chittoor, India 10/10

TECHNICAL SKILLS

Programming: Python (pandas, NumPy, matplotlib, seaborn
Databases: MySQL, **PostgreSQL**
Tools: Excel, Power BI, **Jupyter Notebook**, **Git**
Data Analysis: **EDA**, **Data Cleaning/Wrangling**, **Data Visualization**

PROJECTS

Sales Analysis using Python (Jupyter Notebook) 2024
Analyzed Amazon sales data (product details, pricing, ratings) using Python and Jupyter Notebook. Cleaned data (handled missing values, type conversions), performed EDA, and visualized product category distribution with Matplotlib to uncover trends.

- Data Cleaning & Preprocessing: Managed missing values, converted data types, and standardized formats (e.g., currency, percentages) for analysis readiness.
- Exploratory Analysis: Analyzed product distribution across categories and evaluated pricing, discounts, ratings, and user reviews.
- Visual Insights: Used Matplotlib to visualize category and product trends, supporting data-driven decisions.

Netflix Content Analysis 2024
EDA of Netflix's movie/TV show catalog using Python (Pandas, Matplotlib, Seaborn). Analyzed 8,807 titles to uncover trends in release years, content types, production countries, and duration. Highlighted post-2010 content dominance and strategic insights.

- EDA & Data Cleaning: Analyzed 8,807 Netflix titles, addressing missing values and deriving insights using Pandas. Visualized trends (release years, movies vs. TV shows) with Matplotlib/Seaborn.
- Insight Generation: Uncovered 69.6% movies vs 30.4% TV shows, with 2018 as the peak release year (1,147 titles). Identified U.S. as top content producer and trends in documentary popularity.

Churn Analysis Retention Insights 2024
Analyzed customer churn drivers using Python (pandas, matplotlib, seaborn) to clean data, engineer features, and visualize trends. Identified high-risk segments and actionable strategies to reduce attrition.

- Data Cleaning & Transformation: Fixed missing TotalCharges, recoded SeniorCitizen, and converted categorical/numerical features for analysis-ready data.
- Visualized Churn Trends: Mapped attrition patterns across demographics, contract types, and tenure using countplots and pie charts.
- Identified Retention Opportunities: Linked month-to-month contracts and low tenure to churn risks, proposing targeted interventions to reduce attrition risk.