

# AASTHA RASTOGI

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## SUMMARY

Motivated and detail-oriented Data Analyst with a strong foundation in data interpretation, visualization, and database management. Skilled in Python, SQL, Tableau, and Excel for uncovering business insights and supporting data-driven decision-making. Committed to continuous learning and passionate about transforming complex data into actionable strategies.

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## Skills

- Data Visualization: Power Bi, Tableau, MS Excel (PivotTables, Charts, Dashboards)
  - Database Management: PostgreSQL (Data Modeling, SQL Queries)
  - Data Analysis: Data Cleaning, Data Transformation, Data Storytelling,
  - Programming: Python
  - Tools: VS Code, SQL Database, Microsoft Excel
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## WORK EXPERIENCE

### Data Analytics and Visualization Virtual Internship

**Accenture North America** — Forage | Aug 2024

- Analyzed and modeled 7 datasets to identify social media content trends and improve client strategy.
- Built PowerPoint reports and recorded video summaries to effectively communicate findings to stakeholders.
- Applied best practices in data cleaning, visualization, and storytelling.

### Data Analytics Virtual Internship

**Deloitte Australia** — Forage | April 2025

- Conducted forensic data analysis using Excel for classification and trend detection.
  - Designed an interactive Tableau dashboard to visualize key financial and operational metrics.
  - Delivered insights to inform risk mitigation strategies and enhance decision-making.
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## Projects

### HR Analytics Dashboard | **Tableau** | April 2025

- Designed and developed an interactive HR Analytics Dashboard using Tableau to analyze employee attrition patterns across departments, education fields, age groups, and job roles.
- Visualized key HR metrics like attrition rate, active employees, and job satisfaction scores through pie charts, bar graphs, histograms, heatmaps, and donut charts.
- Enabled actionable insights for improving employee retention strategies by segmenting attrition data by gender and age groups.

### Credit Card Transaction & Customer Analysis Dashboard | **Power BI** | May 2025

- Created a comprehensive Power BI dashboard to analyze \$55M in revenue and 650K+ transactions, categorized by card type, chip type, expenditure, and customer demographics.
  - Incorporated dynamic filters and drill-downs to explore trends in transaction volume, interest earned, and customer behavior across time and regions.
  - Enabled strategic decision-making by uncovering insights on income groups, age segments, job types, and spending patterns.
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## Education

Bachelor of Science (B.Sc) in Computer Science

Atma Ram Sanatan Dharma College, University of Delhi | 2021–2024

- CGPA: 8.43

Intermediate (Class 12th)

Bal Vidya Mandir Sr. Sec. School | 2019–2021

- Percentage: 95.4%