

# ADITI SHARMA

## DATA ANALYST

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### SUMMARY

- Data Analyst skilled in Python (Pandas, Seaborn, Plotly), SQL, Excel, and Power BI for data analysis, reporting, and visualization. Completed projects in e-commerce sales analysis and website performance analytics, applying data cleaning, EDA, and dashboard development to deliver actionable business insights. Currently pursuing a BCA and seeking an internship or entry-level data analyst role to contribute to data-driven decision making.

### TECHNICAL SKILLS

- Python (Pandas, NumPy, Seaborn, Matplotlib, Plotly)
- My SQL
- Excel (Pivot Tables, VLOOKUP)
- Power BI (Dashboards, DAX, Power Query)
- Exploratory Data Analysis (EDA)
- Data Cleaning, Modeling
- Business Intelligence & Reporting
- Problem Solving
- Analytical Thinking

### PROJECTS

#### E-commerce Sales Analysis

June 2025 - July 2025

- Performed data cleaning and exploratory data analysis (EDA) on 20k+ sales records, uncovering seasonal trends, top-selling products, and customer purchase patterns.
- Built interactive visualizations to highlight revenue drivers and support decision-making.
- Conducted customer segmentation analysis to identify high-value buyers, providing insights for marketing optimization and sales growth.

#### Website Performance Analytics

July 2025 - Ongoing

- Analyzed website traffic, engagement, and conversion metrics to detect key performance bottlenecks.
- Built visual dashboards with Matplotlib and Seaborn to deliver actionable performance insights.
- Suggested optimization strategies that reduced bounce rates and improved user retention.

### EDUCATION

#### Bachelor of Computer Applications

Oct 2023 - Ongoing

- GL Bajaj Institute of Management, Greater Noida

#### Senior Secondary Education (Science), CBSE

Apr 2022 - May 2023

- Bhagirath Public School

#### Secondary Education, ICSE

Mar 2020 - Jul 2021

- Fatima Convent Sr. Sec. School

### ADDITIONAL INFORMATION

- Languages:** English, Hindi
- Certifications :** Career Essentials in Data Analysis - **Microsoft**  
Data Analytics Essential - **Cisco Networking Academy**  
Career Essentials in Generative AI - **Microsoft**