

# AISHWARYA DESAI

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## EDUCATION

**Bachelor of Computer Application's -**

- KLS Gogte College of Commerce

**Aug 2023- May 2026**

**PUC -**

- KLS Gogte College of Commerce

**September 2021- May 2023**

**Percentage: 97%**

**School-**

- KLS English Medium High School, Belgavi

**June 2008 -July 2021**

**Percentage: 93.4%**

## TECHNICAL PROFICIENCY

<b>Skills:</b>	Data Analysis, Digital marketing, Copywriting ,Graphic Designing, Prompt Engineering
<b>Tools:</b>	Power BI, Tableau, Excel
<b>Design Software:</b>	Photoshop ,Figma ,Canva
<b>Operating system:</b>	Windows
<b>Language:</b>	C, HTML, Java, Python

## WORK EXPERIENCE

**1) Data Analyst Intern**

**Keshav Cement & Infra Ltd**

**| Feb 2025 – Apr 2025**

- Analyzed and visualized large datasets to derive actionable insights using Power BI and Advanced Excel.
- Created interactive dashboards and reports to support data-driven decision-making across departments.

**2) Freelance Graphic Designer and Copywriter**

- Designed engaging Instagram posts using Photoshop and Figma, aligning visuals with brand identity and enhancing audience engagement through persuasive copy.
- Visit my Instagram page- **writodesign**

**3) Freelance Content Creator – Travel Blogger**

- Researched and published SEO-optimized blogs on Kedarnath and Yamunotri Yatras via the Blogger app, focusing on engaging storytelling and cultural depth.
- Blog: <http://yatrafullinfo.blogspot.com/2023/06/kedarnath-journey-to-abode-of-lord.html>

**4) Power BI Dashboard Developer**

- Designed and developed an interactive, user-friendly dashboard in Power BI to visualize complex data clearly and precisely.
- Implemented dynamic filters, drill-throughs, and clean visuals to enhance user engagement and enable data-driven decision-making.

**5) Machine Learning Model Developer**

- Built a basic ML model using Python (pandas, scikit-learn) for classification tasks, following standard preprocessing, training, and evaluation steps.
- Gained hands-on experience with data splitting, model fitting, accuracy testing, and making predictions—laying a strong foundation in applied machine learning.

## CERTIFICATIONS BASED ON SKILLS

- **Fundamentals of Digital Marketing** by **Google digital garage**
- **TCS iON Career Edge** - Young Professional
- Digital Skills: **Artificial Intelligence** by **Accenture**
- **Artificial Intelligence** Fundamentals by **IBM**
- **Generative AI** basics by **Google Digital garage**
- **Hashgraph Developer** Course by Hashgraph
- **Data Analytics** advance by **Google Cloud Skills**
- **Copywriting** by **Henry Harvin**
- **Data Analytics** by **NIIT**
- **Data Analytics Job simulation** by **Deloitte**
- **Data Analytics visualization Job** by **Accenture**
- **Data Visualization** by **Tata**

## ACHIEVEMENTS AND EXTRACURRICULAR ACTIVITIES

- Secured third in B-plan in intercollegiate event “**FEISTA-2K25**” conducted by Angadi institute of technology
- Secured second in Data Analytics in Intracollegiate event “**MAGNUM- 2024**” conducted by GCC BCA
- Participated in “**Google DevFest 2024**” organized by Google Developers Group
- Participated in National Level IT-Fest in Technical Quiz “**Prodigy**” conducted by Jain College of Engineering
- Participated in Data Analytics in National Level fest “**YUVA**” conducted by Lingraj college of commerce
- Activities: Co-ordinator of event “**GNOSIS-2022**” conducted by GCC PUC