Akshata Deshpande

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Professional Summary

Data Analyst with hands-on experience in SQL-style data analysis, Python data processing, and Power BI dashboard development. Skilled in identifying customer risk patterns, analyzing performance trends, and generating data-driven insights to support business decisions. Strong analytical mindset with experience in churn risk analysis, KPI monitoring, and structured reporting.

Technical Skills

Languages & Querying: SQL, Python (Pandas, NumPy)
Visualization & BI: Power BI, Tableau
Analytics: Data Cleaning, Data Transformation, Exploratory Data Analysis (EDA), Trend Analysis
Concepts: Customer Risk Analysis, KPI Tracking, Performance Analysis
Tools: Excel (Pivot Tables, XLOOKUP), Power Query

Project Experience

Customer Churn Analysis – Customer Risk Identification
Tools: Python, SQL concepts, Power BI
- Analyzed ~7,000 customer records to identify churn drivers and high-risk customer segments
- Cleaned and transformed data using Python, handling missing values and correcting data types
- Performed churn analysis across contract type, tenure, payment method, and services
- Segmented customers by lifecycle stage to assess churn probability
- Built interactive Power BI dashboard to monitor churn trends and revenue at risk
- Generated retention-focused insights supporting proactive customer risk management

Maven Analytics – Business Performance Dashboard
Tools: Power BI, SQL concepts
- Developed executive dashboard tracking transactions, profit, and return rates
- Analyzed regional performance to identify high-value markets and low-return regions
- Evaluated brand-level profitability and contribution to overall performance
- Designed KPI dashboards for monthly performance monitoring
- Delivered structured insights supporting data-driven business decisions

Netflix Content Data Analysis
Tools: Python, Data Visualization
- Analyzed Netflix dataset (6,000+ titles) to study content distribution and trends
- Compared Movies vs TV Shows distribution across years
- Identified popular genres and major content-producing countries
- Analyzed content growth patterns over time
- Created visual insights to support understanding of content trends

Industry / Academic Project

Strategic Impact of Generative AI on Retail & CPG
- Evaluated AI-driven operational use cases and linked analytics solutions to KPIs such as service levels and cost optimization
- Analyzed performance impact of AI adoption in retail and consumer packaged goods environments

Internship Experience

Power BI Developer – BI Reporting Internship
- Developed dashboards and reports to track performance metrics
- Worked with structured datasets to generate visual insights
- Assisted in KPI monitoring and reporting automation

Virtual Internships

- BCG Data Analytics Virtual Experience Program
- Deloitte Data Analytics Virtual Internship
- Tata Data Visualization Virtual Internship
- British Airways Data Science Virtual Experience

Education

MBA – Artificial Intelligence & Machine Learning 2024–2026
Dr. D.Y. Patil Vidyapeeth

B.Sc. – Microbiology 2020–2023
Bhavan's Vivekananda College

Key Strengths

Strong analytical and logical reasoning
Experience working with structured datasets
Ability to translate data findings into business insights
Detail-oriented with focus on data accuracy