

Devansi Mahatar

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EDUCATION

VIT Bhopal University BTech (Computer Science and Engineering, Specialization in E-Commerce Technology) CGPA: 8.84/10
12th Standard - DAV Public School, Pokhariput (June 2022) CBSE Percentage: 82%
10th Standard - Blossoms School, Bhubaneshwar (April 2020) CBSE Percentage: 97.2%

WORK EXPERIENCE

Data Science Intern | Sabudh Foundation (Link) Remote, Jan 2025 - June 2025

- Gained practical experience in recommender systems, end-to-end workflows, data preprocessing, and feature engineering.
- Built an AI-driven platform using LLMs and semantic search, automating document and transcript analysis, achieving 60% faster insight extraction compared to manual analysis workflows with AWS S3 for dataset storage and scalable data access.
- Integrated RAG pipelines with Pinecone and LangChain, enabling context-aware query handling across diverse datasets.
- Developed SQL agent and Streamlit interface for structured data exploration and real-time insight visualization.

PROJECTS

1. E-Commerce Sales & Customer Analysis May 2025 - July 2025

- Cleaned and merged 100K+ multi-table Olist e-commerce records using Python & SQL for missing value treatment, categorical fixing, date conversions, duplicate removal, enabling accurate analysis.
- Built Power BI dashboard covering sales trends, product categories, state performance, purchase funnel metrics, customer segments, and delivery insights using 12+ custom DAX measures.
- Performed RFM segmentation & CLTV modeling to analyze segment-wise customer behavior patterns for strategic insights.

2. Customer Churn Prediction & Retention Insights Nov 2024 - Jan 2025

- Analyzed bank customer data using Pandas and NumPy, with transformations, encoding, and class balancing using SMOTE.
- Executed Logistic Regression, Random Forest and XGBoost models, tuned via GridSearchCV, achieving a ROC-AUC of 0.86
- Used SHAP explainability to uncover churn drivers, delivered a Power BI dashboard visualizing churn probability, customer segments, risk groups, and feature impacts to support data-driven decision-making for retention and product teams.

3. Marketing Analytics & A/B Testing Analytics July 2024 - Oct 2024

- Evaluated 50k+ multi-channel marketing performance (Google, Meta, Email) using CTR, CVR, ROAS, and engagement metrics.
- Performed A/B testing on landing pages & creative variants using t-tests and confidence intervals, evaluating conversion differences across 2-3 experimental groups and interpreting statistical significance for decision-making.
- Designed Power BI Marketing Dashboard showing acquisition funnels, channel attribution, spend allocation, campaign-level ROI patterns and customer engagement trends to support marketing strategy and budget optimization.

TECHNICAL SKILLS

Languages: Python, R(Beginner), SQL

Frameworks: Pandas, NumPy, Scikit Learn, Matplotlib, Seaborn, TensorFlow, LangChain

Tools: Power BI, Excel, MySQL, PostgreSQL, Tableau, Google Sheets, Git, OAC

Platforms: PyCharm, Jupyter Notebook, VS Code

ACHIEVEMENTS

- National Semi-Finalist in Flipkart GRiD 7.0 (Aug 2025)
- Winner of Folk It Up: Folk Art Painting held by IIT Ropar (Oct 2024)
- Advanced to the 3rd round of Arthneeti 4.0 business case study held by IIM Nagpur (Nov 2024)
- Completed, 2nd round (Technical interview), Google STEP internship (Feb 2024)

CERTIFICATIONS & LANGUAGES

- 1. Tata Group Data Analytics Job Simulation:** Exploratory Data Analysis to identify risk indicators
- 2. Quantum Data Analytics Job Simulation:** Benchmark store selection methodology for A/B testing store layouts
- 3. Oracle Analytics Cloud Professional Certification** (2025)
- 4. Microsoft Career Essentials in Business Analysis** (2025)
- 5. IBM Data Analyst Professional certification** (Ongoing)
- 6. HackerRank SQL Basic and Intermediate skill certificates**

Languages: Fluent in Hindi, English, Odia; Conversational Proficiency in Tamil

EXTRACURRICULAR ACTIVITIES

1. Meraki-The Fine Arts Club (Decor Team Lead) June 2024 - May 2025

- Directed decor team in organizing over 10+ events, applying color theory and themes to craft immersive environments.
- Fostered teamwork and creative problem-solving, ensuring seamless event execution and positive attendee experiences.

2. E-Commerce Club (Design Team Co-Lead) Dec 2023 - May 2025

- Spearheaded creative initiatives, designing 8+ event posters to boost club engagement and online profile.
- Organized workshops, hackathons and pitch events, demonstrating leadership, teamwork, and effective communication.