

Devansi Mahatar

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EDUCATION

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