

Devansi Mahatar

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EDUCATION

VIT Bhopal University, B.Tech, CSE (Specialization in E-Commerce Technology) 2022-2026	CGPA: 8.85/10
CBSE XIIth, DAV Public School, Pokhariput (June 2022)	82%
CBSE Xth, Blossoms School, Bhubaneswar (April 2020)	97.2%

WORK EXPERIENCE

Data Science Intern Sabudh Foundation (Remote)	Jan 2025 - June 2025
<ul style="list-style-type: none">Developed a document and transcript analysis workflow, supported by data cleaning, preprocessing and data validation.Executed EDA to assess data quality, uncover patterns, and support insight generation during analysis workflows.Implemented SQL-based analytical views and lightweight dashboard to enable ad-hoc analysis, metric tracking, and faster access to insights, reducing manual analysis effort by 60%.	

PROJECTS

- RetailIQ - E-Commerce Sales, Profitability & Customer Analytics (LINK)**
 - Processed 100,000+ e-commerce orders by joining **5 relational tables** using SQL to create an analysis-ready dataset.
 - Created revenue, cost proxies, profit margin, and RFM-based customer segmentation models in Excel using **Pivot Tables, SUMIFS/COUNTIFS, IF logic, DATEDIF**, and percentile scoring.
 - Designed **Power BI dashboard** using **DAX** to visualize sales trends, customer segments, delivery performance, and 20-25% margin variation across categories for decision-oriented analysis.
- ChurnX - Customer Churn Prediction & Retention Strategy (LINK)**
 - Analyzed 7,043 customer records using **SQL** to calculate churn rates across tenure, contract type, and monthly charges.
 - Conducted **data manipulation, and feature engineering** in Python to identify **key churn drivers** and **high-risk segments**.
 - Trained Logistic Regression and Random Forest models using GridSearchCV, achieving a ROC-AUC score of 0.86
 - Built Power BI dashboard to visualize churn trends, 30-35% revenue at risk, customer risk segments, and retention priorities for decision-oriented analysis.
- MarketPulse - Marketing Analytics & A/B Testing Strategy (LINK)**
 - Analyzed 50K+ marketing records to evaluate CTR, CVR, ROAS, and engagement performance across campaigns.
 - Conducted A/B testing on landing page variants using two-sample t-tests and 95% confidence intervals, evaluating conversion uplift across 2-3 experimental groups to determine statistical significance.
 - Designed Power BI dashboard visualizing funnel performance, spend allocation efficiency, and experiment-level ROI insights to support marketing budget optimization.

SKILLS

Programming & Querying: Python(Numpy, Pandas, Matplotlib, Seaborn), SQL (Joins, Subqueries, Window Functions)

Data Visualization: Power BI, MS Excel (Pivot Tables, Lookups), Google Sheets

Techniques: Exploratory Data Analysis, Statistical Analysis, Hypothesis Testing, Descriptive Analysis, KPI Reporting

Tools: Jupyter Notebook, MySQL, PostgreSQL, VS Code, Git, GCP, Jira

ACHIEVEMENTS & LEADERSHIP

- National Semi-Finalist in Flipkart GRiD 7.0
- Advanced to the 3rd round of Arthneeti 4.0 business case study held by IIM Nagpur
- Completed 2nd round (Technical interview), Google STEP internship

LEADERSHIP EXPERIENCE

Meraki - The Fine Arts Club Decor Team Lead	July 2024 - May 2025
Led a team of 10 members in planning and executing décor operations across 5+ college events, coordinating timelines and responsibilities to ensure smooth execution.	

CERTIFICATIONS

- Oracle Analytics Cloud Professional
- Cisco Data Analytics Essentials
- HackerRank SQL (Intermediate)

Interests: Reading, Mandala Art, Travel and Cultural exploration

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