Devansi Mahatar

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SUMMARY

Data-driven analyst with hands-on experience in data exploration, statistical modeling, visualization, and predictive analysis using Python, SQL and Power BI. Skilled in turning complex datasets into actionable business insights through clear narratives and analytical workflows. Strong foundation in structured problem-solving, communication and delivering end-to-end analytical solutions.

EDUCATION

VIT Bhopal University (Bhopal), Madhya Pradesh, India   2022-2026
Bachelor of Technology in Computer Science and Engineering (Specialization in E-Commerce Technology)   CGPA: 8.84

WORK EXPERIENCE

Data Science Intern | Sabudh Foundation   Remote, Jan 2025- June 2025
- Built an AI-driven document analytics platform using **LLMs** and **LangChain**, delivering 60% faster insight extraction
- Integrated **RAG pipelines** with **Pinecone** to improve semantic search accuracy across large unstructured datasets
- Developed **SQL agent** and **Streamlit** interface for real-time structured data querying and automated reporting

PROJECTS

1. RetailIQ (E-Commerce Sales & Customer Analysis) **|** Python, SQL, EDA, Segmentation, Forecasting   Feb 2025
- Processed 100K+ orders, performing **EDA**, **correlation** and category-level **demand analytics** across 150+ features
- Built **RFM segmentation** for 96k+ customers, **CLTV** patterns and **retention** insights using cohort trends
- Designed a Power BI dashboard visualizing sales trends, delivery metrics, geographic insights and purchase funnels

2. ChurnX (Customer Churn Prediction & Retention Insights) **|** Python, Scikit-Learn, SHAP, Regression, Classification   Nov 2024
- Executed EDA and **feature engineering** 7043 records, analyzing churn baseline using **descriptive statistics**
- Trained **Logistic Regression**, **Random Forest**, **XGBoost**, achieving **ROC-AUC** of 0.86 with GridSearchCV optimization
- Applied **SHAP explainability** to quantify churn drivers and generate segment-wise retention strategies

3. AdSight (Marketing Analytics & A/B Testing) **|** Statistics, t-test, Funnel Analysis, Attribution   Aug 2024
- Generated **performance reports** for 50k+ marketing interactions (Google, Meta, Email) using **CTR**, **CVR**, **CPC** and **ROAS** metrics
- Conducted A/B testing using **t-tests**, **confidence intervals** and **hypothesis testing**, identifying statistically significant variants
- Designed Power BI dashboard showcasing funnel drop-offs, spend allocation, campaign ROI and channel attribution

TECHNICAL SKILLS

Programing: Python, R, SQL
Frameworks: Pandas, NumPy, Scikit-Learn, Matplotlib, Seaborn, SciPy, LangChain
Tools: Power BI, Excel, Tableau, Google Analytics, MySQL, PostgreSQL, MongoDB
Platforms: Jupyter Notebook, VS Code, Git, AWS, Google workspace

ACHIEVEMENTS & LEADERSHIP

- **National Semi-Finalist**, Flipkart GRiD 7.0 (Aug 2025)
- **Winner**, Folk It Up: Folk Art Painting- IIT Ropar (Oct 2024)
- **3rd round Qualifier**, Arthneeti 4.0 business case study- IIM Nagpur (Nov 2024)
- Completed, **2nd round (Technical interview),** Google STEP internship (Feb 2024)
- **Decor Team Lead**, Meraki-The Fine Arts Club- led the team across 10+ major events (June 2024-May2025)
- **Design Team Lead**, E-Commerce Club- designed 8+ event posters and co-organized workshops, hackathons, and pitch events

CERTIFICATIONS

NPTEL Supply Chain Management | Quantum Data Analytics Job Simulation | Oracle Analytics Cloud Professional | Microsoft Career Essentials in Business Analysis | IBM Data Analyst Professional (Ongoing) | HackerRank SQL (Basic, Intermediate)

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

Hobbies: Reading, Art & Illustration, Travel & exploring cultures