DEEKSHANT JUMDE

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Skills

Data Analysis and Manipulation: **SQL, Excel, Python, DAX.**

Data Visualization: **Power BI, Matplotlib, Seaborn.**

Database Management: **MySQL, No SQL databases.**

Cloud Platforms: **AWS (Amazon Web Services), Azure**.

Projects

Customer Segmentation Analysis using KMeans

- Conducted customer segmentation analysis utilizing KMeans clustering to identify 5 distinct customer groups based on purchasing behavior and Income data.
- Analyzed and preprocessed large data sets and optimized cluster numbers using the elbow method.
- Generated actionable insights that help in making informed targeted marketing strategies and personalized customer experiences.

Social Media Database SQL

- Created a basic structure of a social media database that could easily be connected to the front-end interface.
- Through the SQL query, we can observe a clear-cut description of the connection and relation between different activities on social media.
- Managing the data of multiple users, their followers, interests and public activity on the social media platform which includes post likes, comments, comment likes etc.

Toman Bikes Finance Analysis

- Utilized SQL for efficient ETL processes, guaranteeing data accuracy and integrity for visualization purposes.
- Developed comprehensive visualizations such as Hourly Revenue, Profit Trends, Seasonal Revenue, and Rider Demographics to provide actionable insights.
- Implemented dynamic year filters using Slicer functionality to enable granular trend analysis.
- Presented clear, actionable metrics for data-driven decision-making.

Link to projects: github.com/Deekshant-Jumde?tab=repositories

Education

MASTERS' IN BUSINESS ADMINISTRATION

Shri Ramdeobaba College of Engineering and Management Nagpur, Maharashtra   2022 - 2024

BACHELORS' IN COMPUTER APPLICATION

G.H. Raisoni Institute of Information Technology Nagpur, Maharashtra   2018 - 2021

Certifications

NISM-Series-XII: Securities Markets Foundation Certification Examination   March 18, 2024

Cisco Networking Academy - Data Analytics Essentials Cisco Networking Academy   July 07, 2024