# DHRUVAL BHINSARA

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## CAREER  OBJECTIVE

I am a Computer Science student. I want to start my career as a data analyst and data scientist. I am eager to learn and use my skills into  data computing.

**Explanatory  Data  Analysis** - **Data  Visualization** - **Trend Analysis**

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## EDUCATION

**B. Tech, Computer Science Engineering**                                                                                         2024 - 2028
*Parul University*
Studying Computer Science Engineering with Oracle Technologies.

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## PROJECTS

### E-Commerce Funnel Analysis
**GitHub Link:** https://github.com/DhruvalBhinsara1/E-commerce-Funnel-Analysis
- Analyzed key metrics and user flow data for an actual e-commerce platform.
- End-to-end pipeline covering user activity from product views to purchase, with a focus on conversion rates and engagement patterns.
- Processed and extracted metrics from large-scale event data (**40M+ rows**).
- Key findings:
    - Cart-to-purchase conversion rate: **80.2%**
    - View-to-cart conversion rate: **2.3%**
    - View-to-purchase conversion rate: **1.8%**
    - Top performing category: **electronics.smartphone**
    - Identified **1,546,232** highly engaged users (multiple sessions).
- Outcome: Presented actionable insights for optimizing category promotions and improving view-to-cart conversion rates.

### Social Media Influencer Data Analysis
**GitHub Link:** https://github.com/DhruvalBhinsara1/Influencer-and-Platform-Data-Analysis
- Explored engagement and revenue data across multiple social platforms.
- End-to-end pipeline: Data cleaning (**600+ rows**), **EDA**, and trend visualization using Python (**Pandas, Matplotlib**).
- Delivered business insights ( **-0.02** correlation between ad spend and revenue, identification of **5** outliers).
- Key finding: **Revenue dropped** from **$70,000** to **$10,000**, informing improved campaign strategies.
- Outcome: Presented actionable recommendations for optimizing future marketing budgets.

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## TRAININGS  /  CERTIFICATIONS

**IBM Python**                                                                                                                             Oct - 2025

*Ethnotech Academic Solutions, Vadodara.*

In this Training I learned Python Basics with hands-on-learning in NumPy, Pandas, Matplot-Lib, SQLite. It helped me understand  how
to analyze, organize, and visualize data effectively using these core libraries for real-world-data analysis tasks.

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## SKILLS

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|---|---|---|
| Python | Python Libraries | Pandas |
| Matplotlib | MS-Excel | Power BI |
| Tableau | SQL | Presentation skills |
| Data Analysis | Data Cleaning | Data Manipulation |