Gauri Borse

Data Analyst | SQL | Power BI | Python | Product & Customer Analytics

Nashik / borsegauri1509@gmail.com / +91 8766834085 | [Linkedin](#) | [Portfolio](#) | [Github](#)

Education

- **B.E. in Computer Engineering**   July 2023 – June 2027

- R.H Sapat College of Engineering, Nashik   CGPA : 8.5

Skills

- **Data Analysis & Programming:**
  Python (Pandas, NumPy), SQL (PostgreSQL, MySQL), Exploratory Data Analysis (EDA), Statistical Analysis, Business & Product Analytics
- **Data Visualization & Reporting:**
  Power BI (DAX, Data Modeling, Dashboards), Hands-on experience with Tableau, Advanced Excel & Google Sheets (Power Query, Pivot Tables, VLOOKUP, Charts)
- **Data & Analytics Concepts:**
  ETL Processes, Data Cleaning & Transformation, Customer Segmentation, RFM Analysis, Funnel & Cohort Analysis (basic), Performance Tracking, ad-hoc analysis
- **Tools & Platforms:**
  Oracle Cloud Infrastructure (OCI) – Data Science Workspaces, Git & GitHub, Google Workspace, Agile, SDLC & collaborative workflows
- **Soft Skills:** Analytical thinking, problem-solving, attention to detail, Effective communication, teamwork, time management, English and Hindi proficiency

Experience

1. Data Analyst (Intern) : Infotact Solutions

Nov 2025– Jan 2026 | Bangalore, Karnataka, India (Remote)
- Analyzed retail sales data using **SQL, Excel, and Power BI** to extract actionable insights for business performance improvement.
- Built interactive dashboards to track **sales trends, customer behavior, and KPIs**, supporting data-driven decision-making.
- Automated data processing and reporting workflows using **Python**, improving efficiency and reducing manual effort.
- Conducted **RFM analysis, EDA, and pivot-based analysis** to identify high-value customer segments and business opportunities.
- **Tools:** SQL (PostgreSQL), Excel (Advanced), Power Query, Python, Power BI, ETL tools

2. Data Management Operator (Intern) : LaptopHub.in

July 2025– August 2025 | Delhi, India (Remote)
- Cleaned, validated, and managed large product datasets using **Excel and Google Sheets**.
- Ensured data accuracy, consistency, attention to detail, and SEO-friendly product content across the platform.
- Collaborated with the web team to support **data integration and site performance optimization**.

Projects

1. **Consumer360 – Retail Analytics, Customer Segmentation & Churn Analysis -** Power BI | Python | SQL | Automation | Customer segmentation | Churn Analysis [[GitHub](#)]
   - Designed interactive **Power BI dashboards** to analyze sales performance, customer behavior, and churn risk.
   - Built a **Python-based automated ETL pipeline** to recalculate RFM metrics and refresh dashboards without manual intervention.
   - Delivered insights to support **customer retention and targeted business strategies**. Performed Row level security.

2. **Market Risk & Volatility Dashboard -** Python | Monte Carlo Simulation | Streamlit | Finance risk Analysis [[GitHub](#)]
   - Developed an interactive market risk and volatility dashboard to analyze stock price behavior and uncertainty.
   - Implemented Monte Carlo Simulation to forecast price movements and assess risk under different scenarios.
   - Calculated Value at Risk (VaR) to quantify potential losses and support risk-aware decision-making.
   - Built interactive visualizations using Streamlit to enable dynamic user exploration of risk metrics and simulations.

3. **Ferns N Petals (FNP) – Sales Analysis -** MS Excel | Power Query | ETL [[GitHub](#)]
   - Conducted end-to-end **sales and customer analysis** for an e-commerce flower and gifting brand.
   - Designed an interactive **Power BI dashboard** using **DAX measures, slicers, and data relationships** to track sales growth, customer trends, and category performance.
   - Used **Excel** for data preparation, validation, and exploratory analysis prior to BI modeling.

4. **Customer Behavior Sales Analysis -** Python | SQL | Power BI [[GitHub](#)]
   - Built a complete **data analytics workflow** integrating Python, SQL, and Power BI on **3,900+ retail customer records**.
   - Performed **ETL processing, exploratory data analysis, and business-focused SQL queries** to identify spending patterns and key customer segments.
   - Delivered actionable insights through **Power BI dashboards**, supporting customer segmentation and data-driven business decisions.

Certifications

- Oracle Certified Data Science Professional Certification – **Oracle University**
- Analyzing and visualizing data with Microsoft Power BI – **ISO**
- JPMorgan Chase & Co. - Excel Skills Job Simulation of Goldman Sachs - **Forage**
- Deloitte Australia - Data Analytics Job Simulation – **Forage**
- Accenture - Developer and Technology Job Simulation – **Forage**
- Introduction to Data Science Course Completion Certificate - **Infosys**
- Google cloud computing foundations pathway and generative AI game - **GDGC**
- Python programming course completion : **Geekster**

Achievements

- **Published an article on "Women's Safety in the Digital Age – A Call to Action" in the college magazine.**
- **Worked as a Team leader in Data Analytics internship**
- Participated in **Smart India Hackathon**, collaborating on a team-based problem-solving project.
- Served as **Team Head** in college programs and **Class Representative (CR)**.