GEETIKA MATHUR

GM

Personal Details

- Date of birth: 12/04/1999
- Gender: Female
- Nationality: Indian
- Marital status: Unmarried

Summary

Demonstrates strong analytical, communication and teamwork skills, with proven ability to quickly adapt to new environments. Eager to contribute to team success and further develop professional skills. Brings positive attitude and commitment to continuous learning and growth.

Projects

Netflix Movie Data Analysis (July 2025)
- **Tools:** Python (Pandas, NumPy, Matplotlib, Seaborn)
- Performed EDA on 3K+ Netflix movies to analyze genres, popularity, and release trends.
- Found Action as the most frequent & highest-voted genre.
- Identified 2020 as peak release year and derived insights on viewer preferences & content strategy.

Word Cloud Visualization (July 2020)
- **Tools**: Python, Jupyter Notebook
- Created a word cloud for text visualization, highlighting word frequency and importance.
- Applied Python libraries for data processing and visualization.

Experience

knowledgeHut upGrad - Consultant
Freelancing
07/2022 - 07/2025

Contact

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- Indian
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Skills

- Python
- SQL
- Microsoft Excel
- Power BI
- Tableau
- Research

Education

01/2021
Rajasthan Technical University
B.Tech: Computer Science Engineering

01/2017
Akashdeep Public School
XII: Science

Certifications

- 2025, Career Essentials in Data Analysis, Microsoft and LinkedIn
- 2025, Learning Excel: Data Analysis, LinkedIn

- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Enhanced online visibility for clients by crafting SEO-optimized content, integrating keywords seamlessly into engaging articles.

Communication Crafts - **Copy Writer**

Ahmedabad

07/2023 - 11/2023

- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Supported SEO initiatives through strategic keyword incorporation in web content, driving organic traffic growth.

Communication Crafts - **Content Writer**

Ahmedabad

10/2022 - 07/2023

- Crafted SEO-friendly content for websites, blog posts, LinkedIn posts, and newsletters to increase organic traffic.
- Performed keyword research to optimize content for SEO.

Publications

- "IoT Social Distancing and Monitoring Robot For Queue", International Journal of Engineering Trends ans Applications (IJETA) - Jul 2021
- "Apache Spark in Big Data Analytics", International Journal of Computer Science Engineering and Information Technology Research (IJCSEITR) - Feb 2020
- "A study on Self Driving Car an Application of IoT", International Journal of Computer Networking, Wireless and Mobile Communication (IJCNWMC) - Apr 2019

Extracurricular Activities

- **President, Toastmasters Club** – Led club activities, organized events, and enhanced members' public speaking and leadership skills.
- **Campus Ambassador (IITD)** – Promoted institute programs, coordinated outreach initiatives, and engaged with student communities.

Hobbies and Interests

- Exploring Datasets, Building Dashboards, Participating in Kaggle Challenges, Reading & Writing Tech Blogs

- 2025, Business Analysis Foundations, Project Management Institute
- 2020, Crash Course on Python, Google
- 2019, Leadership NPTEL, IIT-Kharagpur