

## Skills

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- SQL (SQL Server, MySQL, PostgreSQL)
- Python (Pandas, NumPy, SciPy, Matplotlib)
- Microsoft Power BI
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- Machine Learning Algorithms
- TensorFlow, Keras, Scikit-Learn
- Natural Language Processing
- Image Processing

## Project

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### PERSONAL LOAN CONVERSION RATE PREDICTION – Personal Project

January 2023

- Utilized **Python** to develop a logistic regression model predicting personal loan acceptance, analyzing over 10,000 customers
- Optimized the model, increasing lead conversion by 22% by **identifying** high-probability customers through **feature importance**
- Conducted thorough **data exploration** and distribution studies to enhance model accuracy and improve **marketing campaign**

### SALES ANALYSIS DASHBOARD – Personal Project

February 2023

- Created a dashboard with **Power BI** providing an overview of internet sales to track top customers and products.
- Transformed and processed client's data by using **SQL**, **DAX** and **Excel** to ensure data completeness and validity
- Created dashboards for Sales Representatives to filter and analyze internet sales by customer and product
- Designed visualizations and **KPIs** to compare sales performance against budget, aiding in trend monitoring

### SENTIMENT ANALYSIS ON TWEETS – Personal Project

December 2019

- Utilized **Python** to develop and evaluate sentiment analysis models for classifying 71,044 product reviews
- Preprocessed data with techniques including **punctuation removal**, **tokenization**, and **TF-IDF vectorization**
- Achieved model accuracies of 90.13% with **LinearSVC** and 89.98% with **SGDClassifier**

### ECOMMERCE DATABASE ANALYSIS – Personal Project

November 2019

- Utilized **SQL** to extract and analyze eCommerce data from multiple tables, including monthly trends for sessions and orders
- Identified a 0.88% increase in conversion rate and an additional USD 10,153 in revenue from a new billing page
- Optimized marketing strategies, resulting in a 50% increase in orders and a 22% boost in overall revenue

## Education

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### MASTER IN BUSINESS ADMINISTRATION – Jaipuria Institute of Management – Ghaziabad, IN

August 2024

Majors: Business Analytics, Operations and Supply-chains Management

## Work Experience

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### DATA ANALYST INTERN – KultureHire – Remote

June 2023 - August 2023

- Conducted comprehensive analysis of Gen Z career aspirations using data from 3,100 survey responses across 1,800 postal codes in India
- Leveraged **SQL** to clean data and execute queries answering key business questions about Gen Z preferences and expectations
- Created interactive Power BI dashboards visualizing insights on manager aspirations, learning preferences, and mission alignment
- Proposed strategies to attract and retain Gen Z talent, including hybrid work models and leadership development initiatives

## Certifications

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GOOGLE DATA ANALYTICS – Coursera

MACHINE LEARNING SPECIALIZATION – Coursera

MATHEMATICS FOR MACHINE LEARNING – Coursera

EXCEL: BEGINNER TO ADVANCED – Udemy

PYTHON - Udemy