Payal Priyadarshini

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Education

Gandhi Institute for Technological Advancement **October 2020 – July 2024**
Bachelor of Technology in Computer Science Engineering *Bhubaneswar, Odisha*

Work Experience

Accenture **December 2023 – December 2023**
Data analytics and visualization virtual Intern

- Excecuted a simulation advising a hypothetical social media client, leveraging analytical insight that led to a 15 percent improvement in content engagement.
- Refined, modeled, and analyzed seven datasets to uncover insights into content trends to inform strategic decisions.
- Developed a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders.

Greda **September 2023 – December 2023**
Data analyst Intern

- Performed comprehensive data analysis to extract insights into education-related data, contributing to creating more than 10 impactful dashboards and reports that enhanced stakeholder understanding and informed decision-making.
- Facilitated monthly data analysis workshops, resulting in the adoption of 3 new visualization tools that improved data presentation and interpretation.
- Contributed to creating reports and dashboards to communicate key performance indicators and trends.

Projects

Exploratory Data Analysis of Zomato ***Github*** **March 2024**

- Analyzed a vast Zomato dataset using Python and Pandas, revealing key insights from over 5,000 restaurants. Uncovered trends in user ratings, restaurant attributes, and geographic distribution facilitate strategic decision-making.
- Engineered over 10 visually captivating charts, graphs, and heatmaps with matplotlib and seaborn, empowering stakeholders with valuable insights, leading to a **15 percent** surge in user engagement and a **10 percent** refinement in restaurant selection algorithms.

Airline Revenue Optimization ***Github*** **April 2024**

- Deployed data-driven pricing strategies that resulted in a **15 percent** increase in revenue per seat. The project optimized ticket prices dynamically by considering environmental regulations and flight taxes, enhancing profitability while maintaining competitiveness.
- Developed a data-driven strategy utilizing advanced predictive modeling techniques to identify under-performing routes and potential expansion opportunities, resulting in a **10 percent** increase in aircraft occupancy rates and a **20 percent** reduction in operating costs.

Customer churn rate prediction ***Github*** **May 2024**

- Employed machine learning techniques, including logistic regression and random forest, to develop a robust predictive model for customer churn. Instructed the model on a dataset containing historical customer data, encompassing over 10,000 observations and **20 features**, to accurately forecast customer attrition.
- Led the analysis of churn prediction model data to develop targeted retention strategies; collaborated with cross-functional teams to execute personalized interventions, resulting in a **20 percent** decrease in customer churn and a 15 percent boost in retention over six months.

Technical Skills

Languages: **SQL**, Python
Frameworks: **Pandas, Numpy**, Tensorflow, Matplotlib, Plotly
Tools: AWS, ETL, **Data analytics**, Data modeling, **MySQL**, Data warehousing, Statistics
Technologies: **Microsoft-Excel, Power BI, Machine learning**, Git, NLP, **Generative-AI**
Soft skills: Leadership, Collaboration, Business insights, Communication, Problem-solving, Teamplayer

Certifications

∗ Google Data Analytics Professional - Google **September 2023**
∗ Career Essentials in Business Analysis - Microsoft **May 2024**