

Jansi Rani J

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[Jansi - Portfolio](#) | [Github](#)

PROFILE SUMMARY

As an Innovative Bachelor of Computer Applications graduate, I am a highly motivated and detail-oriented individual eager to launch my career in the IT industry. With a strong foundation in analytical thinking, programming, and problem-solving, I am seeking an entry-level role where I can apply my technical knowledge and passion for innovation. I am committed to continuous learning and thrive in dynamic environments that foster growth and creativity. With a proactive mindset and a results-driven approach, I aim to contribute effectively to technology-driven projects and deliver impactful solutions.

TECHNICAL SKILLS

Languages and Data Bases: Python, SQL, MySQL, Supabase

Visualization Tools: MS Word, MS Excel, MS Powerpoint, Power BI, Wordpress

Other Skills: Data Understanding, Communication, Leadership, Presentation, Story Telling

PROJECTS

iPhone Sales Analysis using Python

Conducted an in-depth sales analysis of iPhones in India using a dataset from Flipkart. The project involved data cleaning, exploratory data analysis, and visualization to identify key trends in iPhone sales.

Responsibilities:

- Collected and processed sales data of iPhones from Flipkart
- Analyzed factors influencing iPhone sales, including price, ratings, reviews, and discounts.
- Used **Pandas**, **NumPy**, and **Plotly** for data analysis and visualization.
- Created interactive visualizations to showcase findings using **Plotly Express**.

A/B Testing for Marketing Campaign Optimization Using Python

Conducted A/B testing using Python to analyze the performance of two marketing campaigns (Control & Test) based on key performance metrics such as impressions, website clicks, content views, add-to-cart actions, and purchases.

Responsibilities:

- Performed exploratory data analysis (EDA) to identify trends and insights.
- Applied statistical analysis to compare conversion rates and engagement metrics.
- Evaluated campaign efficiency and provided data-driven recommendations for optimization.
- Identified that the control campaign drove higher overall 87% sales, while the test campaign achieved a better conversion rate.

E-Book Application using Dart programming, Supabase, MySQL

Developed a comprehensive E-Book application designed to enhance user experience through seamless registration, authentication, and personalized reading management.

Responsibilities:

- Designed and managed structured databases using MySQL for storing data, and user queries.
- Successfully implemented secure authentication systems, reducing unauthorized access by 30%.
- Managed the backend entirely with Supabase, handling data storage, retrieval, and user management efficiently.
- Analyzed user data and application metrics to identify trends, improve functionality, and enhance the overall user experience.

Kids Pre-School Website using WordPress, MySQL database, PHP

A sleek and intuitive web application allowing users to easily register and access the tutorial and explore programs and curriculum, access event information & gallery, download resources seamlessly.

Responsibilities:

- Implemented PHP for server-side scripting for dynamic content management
- Implemented user authentication and authorization using MySQL database, ensuring secure access to the application.
- Managed the backend entirely with MySQL database, handling data storage.

INTERNSHIP & CERTIFICATION

Accenture North America Data Analytics and Visualization Job Simulation on Forage

- Completed a simulation focused on advising a hypothetical social media client As a Data Analyst at Accenture
- Cleaned, modelled and analyzed 7 datasets to uncover insights into content Trends to inform strategic decisions
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders

PWC Switzerland's Power BI on Forage

- Completed a job simulation where I strengthened my PowerBI skills to better understand clients and their data visualisation needs.
- Demonstrated expertise in data visualization through the creation of Power BI dashboards that effectively conveyed KPIs, showcasing the ability to respond to client requests with well-designed solutions.

Prinston Smart Engineers (Internship)

- Completed Full Stack Development training, covering HTML, CSS, JavaScript, PHP, React.js, and MongoDB basics.
- Designed and built a customized interactive website
- Utilized back-end technologies such as PHP and MongoDB for dynamic content management and data storage.
- Implemented data cleaning and validation processes to maintain data integrity accuracy across the website’s backend.

EDUCATION

Bachelor of Computer Application St. Francis College	2024
PUC- Commerce-CEBA Jyoti Nivas College Autonomous	2021
SSLC LAWRENCE HIGH SCHOOL	2019

DECLARATION

I certify that the above-mentioned information is correct to the best of my knowledge and nothing has been concealed or distorted.

Jansi Rani J