

Karishma Rawal


Data Analyst

✉ rawalkarishma062@gmail.com ☎ +918302661704 🔗 LinkedIn 🌐 <https://github.com/KarishmaRawalTech>

PROFILE

Result-oriented Data Analyst with expertise in SQL, Python, and Advanced Excel for data cleaning, transformation, and automation. Skilled in creating dashboards and reports using Power BI and Tableau to deliver actionable insights. Proficient in EDA, identifying trends, patterns, and performance gaps to support data-driven decisions. Experienced in data validation, quality checks, and reporting consistency. Collaborative and detail-oriented, passionate about turning complex data into clear insights to drive business improvements.

PROFESSIONAL EXPERIENCE

Data Analyst Intern  02/2024 – 12/2024 | Mumbai
Imarticus Learning

- Analyzed 40K+ trending YouTube videos (Nov 2017–Mar 2018) to identify factors influencing virality.
- Performed exploratory data analysis (EDA) on engagement metrics (views, likes, dislikes, comments).
- Leveraged Python libraries (Pandas, NumPy, Matplotlib, Seaborn, Plotly) to create diverse visualizations and uncover patterns.
- Derived actionable insights on video categories, publishing trends, and audience engagement.

EDUCATION

Bachelore of Computer Application(BCA) ,MLSU 2021 – 2024 | Rajasthan

Certified Data Scientist Professional,(Imarticus Learning) 2025 | Mumbai

SKILLS

SQL: Writing and optimizing queries, joins, subqueries, and aggregations; strong understanding of relational databases.
Python: Data ingestion, cleaning, transformation, automation, and analytics workflows.
Excel: Advanced formulas, PivotTables, charts, and automation for reporting and ad-hoc analysis.
BI Tools: Designing interactive dashboards and reports using Power BI and Tableau.
Data Validation & Quality: Performing data checks, ensuring accuracy, consistency, and reporting documentation.
Analytics & Statistics: Conducting EDA, identifying trends, patterns, and anomalies; generating actionable insights.
Collaboration & Communication: Strong teamwork, problem-solving, and ability to translate business requirements into data-driven solutions

PROJECTS

Project Name: Diwali Sales Analysis 

Tools: Python (Pandas, Matplotlib, Seaborn)

Key Skills: Data Cleaning, Trend Analysis, Sales Forecasting, Visualization

- Analyzed 100K+ sales records to study seasonal trends and customer behavior.
- Cleaned and processed data to identify high-value customers, top categories, and revenue drivers.
- Developed a dashboard delivering actionable insights for targeted marketing and business growth.

Project Name: Crop Yield Prediction 

Tools: Python, Scikit-learn, Pandas, NumPy

Key Skills: ML Modeling, Data Cleaning, Outlier Handling, Hyperparameter Tuning, Streamlit Deployment

- Built a Random Forest model achieving 92% accuracy with cross-validation.
- Preprocessed data from 35+ sources, handled outliers, and applied feature scaling.
- Tuned hyperparameters to enhance model performance and reduce overfitting.
- Implemented using Python and Scikit-learn, and deployed with Streamlit.

Project Name:Customer Churn Prediction & Dashboard 

Tools: Python, Scikit-learn, Pandas, NumPy, SQL, Power BI

Key Skills: Machine Learning, Data Preprocessing, Feature Engineering, Model Evaluation, SQL Integration, Visualization

- Built a Random Forest model achieving 84% accuracy to predict churn.
- Processed 7,000+ records using SQL and Excel with feature engineering.
- Identified key churn drivers: Contract Type, Internet Service, Payment Method.
- Developed a Power BI dashboard to visualize churn risk and support retention strategies.
- Automated the prediction pipeline and generated high-risk customer lists.

CERTIFICATES

- | | | | |
|---|--|--|--|
| • Databricks Accredited
Generative AI Fundamentals | • Microsoft: Introduction to
Career Skills in Data
Analytics | • Analytics Vidhya: Machine
Learning | • Accenture: Data Analytics
and Visualization |
| • Goldman Sachs: Microsoft
Excel | • PwC: Power BI
• Hacker Rank: SQL | • Databricks Fundamentals
Accreditation | |