

Karishma Rawal

Data Analyst

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LinkedIn



https://github.com/KarishmaRawalTech

PROFILE

Result-oriented **Data Analyst** skilled in **SQL, Python, Power BI, Tableau, and Advanced Excel**, with a strong focus on data cleaning, transformation, and visualization. Passionate about leveraging analytical and statistical techniques to uncover insights, optimize performance, and drive **data-informed business decisions**

PROFESSIONAL EXPERIENCE

Data Analyst

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:** Skilled in writing and optimizing complex queries, joins, subqueries, and aggregations with a strong understanding of relational database design and performance tuning.
- Python:** Proficient in data ingestion, cleaning, transformation, automation, and building analytics workflows for actionable insights.
- Excel:** Expertise in advanced formulas, PivotTables, charts, and process automation for efficient reporting and ad-hoc data analysis.
- Business Intelligence (BI) Tools:** Experienced in designing and developing interactive dashboards and insightful reports using **Power BI** and **Tableau** to support data-driven decision-making.
- Data Validation & Quality:** Adept at performing data accuracy checks, ensuring consistency and integrity, and maintaining thorough reporting documentation.
- Analytics & Statistics:** Strong foundation in exploratory data analysis (EDA), statistical methods, and trend identification to uncover patterns, anomalies, and key insights that drive business impact.
- Collaboration & Communication:** Effective team player with excellent problem-solving, storytelling, and communication skills; capable of translating complex data into clear business strategies and solutions.

PROJECTS

Project Name: Multi-Dataset SQL Analysis (Cereals, Clinical,Insurance, Movie,Organization, Titanic)

Tools: MySQL, Workbench, Excel (for import/export)

Key Skills: MSSQL,MySQL, Joins, Aggregations, Views, Stored Procedures,Indexing, Query Optimization

- Optimized SQL queries using joins, aggregations, indexing for fast extraction from 500K+ records
- Built 10+ stored procedures and 8+ SQL views for dynamic reporting on key metrics
- Calculated 20+ metrics including sales totals, averages,risk scores, survival rates

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

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| • 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 | |