

# KHUSHI SOMANI

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## OBJECTIVE

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Aspiring data analyst and business analyst with a strong foundation in computer science and expertise in data analysis, statistical interpretation, and business intelligence. Proficient in Python, SQL, Power BI, and Tableau. Adept at data cleaning, preprocessing, and visualization to drive strategic decision-making

## EDUCATION

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**Bachelor of Technology**, Parul University  
CGPA: 7.78

2020-2024

## SKILLS

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### Technical Skills:

Programming Languages & Tools: Python (Pandas, NumPy, scikit-learn), SQL (Advanced Queries, DML/DDL, ETL Pipelines), Power BI (DAX Functions), Tableau, Excel (Pivot Tables, Macros), and HTML/CSS.

Data Skills: Data Cleaning, Data Preprocessing, Data Visualization, Statistical Analysis, Business Intelligence.

Other Tools: Jupyter Notebooks, Git/GitHub, CRM Tools, Marketing Automation, Jira.

### Soft Skills:

Analytical Thinking, Problem Solving, Communication, Storytelling, Leadership, Teamwork, Project Management, Collaboration with Marketing teams/clients.

## EXPERIENCE

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### Business/Data Analyst

Jan 2025 - Present

Reckon Diagnostics

Vadodara, Gujarat

Optimized operational processes using advanced data analytics and cross-functional collaboration.

Created detailed reports and presentations to drive data-informed decision-making for senior management.

### Data Analyst Intern

Dec 2023 - May 2024

AB Design Associates

Vadodara, Gujarat

Analyzed business operations and customer lifecycle to drive insights and efficiency.

Developed data visualization dashboards and implemented process improvements, enhancing business intelligence and performance.

## PROJECTS

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- Marketing Optimization Dashboard (Power BI): Improved ROI by 20% for digital marketing companies.
- Vrinda Store Report (Excel): Reduced overstock issues by 15%.
- Diwali Sales Analysis (Python): Optimized inventory with seasonal trend insights.
- E-commerce Dashboard (Power BI): Enhanced real-time sales transparency.
- Walmart Sales Forecast (Python): Data cleaning, transformation, visualization, and ML-based forecasting.
- Cancer Trends Dashboard (Excel): Analyzed patient data using PowerQuery & PowerPivot.

## CERTIFICATIONS

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- [Microsoft Business Analysis](#) .
- [Data Analysis with Advance Excel](#).
- [Digital Marketing](#)