

**MANISHA AGRAWAL****+91-8095263001 | manishaagrawal22@gmail.com | LinkedIn Profile****SKILLS:**

Excel, SQL, Python, Power Bi, Data Analysis, Data Manipulation, Descriptive Statistics, Inferential Statistics, Problem Solving, Business Sense, Data Modeling, Data Mining, Report Automation, COBOL, JCL, CICS, DB2, Jenkins, GitHub, Intertest, Endeavor

**EDUCATION:**

B. Tech in Information Technology (*Silicon Institute of Technology, Bhubaneswar*)

**2011-15****PROJECTS:****Sales Performance Analysis and Forecasting**

- Analyzed historical sales data to uncover trends and patterns, applying forecasting models to improve demand planning and optimize inventory management.
- Developed interactive dashboards using Power BI, providing real-time insights to the sales team for better decision-making and strategic planning.
- Enhanced forecast accuracy by 20%, reduced stockouts by 15%, and contributed to a 10% increase in overall sales performance through data-driven recommendations.

**Freshco Hypermarket Capstone**

- Conducted an in-depth analysis of customer transaction data using advanced Excel techniques to identify purchasing trends and optimize home delivery operations.
- Utilized Power Query for data cleaning, Pivot Tables for trend analysis, and implemented VBA automation to streamline order tracking and reduce manual errors.
- Successfully reduced data processing time by 40%, improved order accuracy, and enhanced overall delivery efficiency, leading to a smoother customer experience.

**Airline Database Management Capstone**

- Designed and optimized an airline database management system to efficiently handle flight bookings, passenger records, and operational data at scale.
- Implemented advanced SQL techniques, including JOINS, indexing, and stored procedures, to enhance database query performance and minimize processing delays.
- Achieved a 40% reduction in query execution time, ensuring seamless and efficient data retrieval for over 100K+ records, improving system reliability and user experience.

**Funnel Analysis – Swiggy Capstone**

- Conducted a comprehensive analysis of Swiggy's order funnel to identify major drop-off points and optimize the user journey for higher conversion rates.
- Extracted and analyzed large-scale user behavior data using SQL, created insightful visualizations with Tableau, and applied predictive modeling in Python to detect friction points.
- Successfully increased conversion rates by 15%, reduced cart abandonment, and enhanced the overall user experience by refining the order funnel and checkout process.

**WORK EXPERIENCE:****EXL (CNO Financial Group) (Mar 2022 – Oct 2023): Team Lead**

- Led a team to enhance insurance services through technical analysis, solution design, and seamless implementation.
- Managed deployments using GitHub Desktop and Jenkins while developing Power BI dashboards for financial analytics.

**TCS (Equifax) (May 2019 – Mar 2022): Technology Analyst**

- Developed fraud prevention solutions using advanced validation techniques to enhance security and minimize financial risk.
- Managed incidents via JIRA within an Agile framework, ensuring efficient execution and continuous system improvements.

**Infosys (Westpac) (May 2017 – Apr 2019): Senior Software Engineer**

- Led requirement gathering, implemented defect prevention strategies, and automated batch execution for system optimization.
- Developed job scheduling automation, reducing manual intervention and improving operational efficiency in banking applications.

**Infosys (First Data Corporation & Metlife) (Dec 2015 – Apr 2017): Software Engineer**

- Optimized COBOL and ASSEMBLER code for banking applications, enhancing processing efficiency and system performance.
- Provided end-to-end production support, including debugging, troubleshooting, and implementing data fixes.

**ACHIEVEMENTS:**

**Certified** Data Analyst, SkilloVilla (2025).