

# Mansi Varshney

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Data-driven developer and analyst with 2+ years of experience in data engineering, automation, and applied machine learning. Passionate about building intelligent systems, with strong foundations in AI, ML, data science, and scalable analytical solutions.

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## EDUCATION

Master of Computer Applications (MCA), IGNOU — Expected 2025

Bachelor of Computer Applications (BCA), GGSIPU — Aug 2022

- Skilled in database management, data processing, and building scalable domain-specific applications.
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## WORK EXPERIENCE

Data Analyst | Huzzle Sept 2023 - Present

- Engineered end-to-end automated reporting across 5+ media channels, cutting manual reporting time by 40%.
- Deployed complex data extraction/ingestion, boosting efficiency by 30% and reducing data lag by 25%.
- Utilized ETL tools like Alteryx for data cleansing, improving accuracy by 20% and cutting processing time by 35%.
- Created and maintained 15+ recurring reports per client-defined cadence, ensuring 100% on-time delivery and increasing client satisfaction by 15%.
- Authored 50+ reusable scripts and QA processes, reducing errors by 30% and dev time by 25%.

Software Developer | Neolen May 2023 - Sept 2023

- Implemented end-to-end automated solutions for large scale data extraction and management.
- Designed a Chrome extension to streamline job search analytics for Upwork users.

Software Developer | My Healthcare Technology Nov 2022 - May 2023

- Executed scalable user interface projects focusing on user needs.
  - Engineered new functionalities to integrate Mirth events within the application ecosystem.
  - Improved system efficiency by 20% by implementing assigned changes.
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## ADDITIONAL INFORMATION

- Technical Skills: Python, PHP, Javascript, Alteryx, Jupyter Notebook, Power BI, SQL, NoSQL
  - Languages: English, Hindi
  - Awards/Activities: Actively contributed to Internware, a college society, where I developed UI, backend systems, and managed databases for 10 events.
  - Certifications: Alteryx Designer Core , The Data Science Course
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## PROJECTS

Github - Sentiment Analysis on Twitter Data (May 2025)

- Built a machine learning model to classify tweets as positive or negative.
- Cleaned and processed text data using NLP techniques and TF-IDF vectorization.
- Achieved 76% accuracy on a large dataset of 1.6 million tweets.

Implemented model training, evaluation, and optimization for improved performance.

Github - Cohort Analysis (Dec 2024)

- Analyzed weekly behavioral cohorts across ~3,000–4,200 new users per week using web traffic data.
- Uncovered retention gaps and strong user return correlation to guide improvement strategies.