

# MONIKA JHAJHRA



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## ABOUT ME

Analytical and motivated data analyst with hands-on experience in SQL, Python, Excel, and Tableau. Completed real-world projects focused on market trend analysis, customer segmentation, and business growth opportunities. Skilled in turning raw data into clear, actionable insights. Passionate about solving problems with data.

## EDUCATION

2018 - 2021

**Bachelor of Science (Maths & Statistics)**

Banasthali Vidyapith  
University

Relevant Courses : Descriptive Statistics, Probability, Calculus, Linear Algebra, Statistical Inference and Quality Control, Applied Statistics.

## PROJECTS

### Bellabeat Smart Device Analysis

Analyzed Fitbit data to uncover trends in user activity, sleep, and sedentary behavior.

### Customer Segmentation Analysis

This project focusses on segmenting customer base using various data analysis technique to gain insights into their behavior, preferences and response to marketing campaigns.

### Electric Vehicle Market Analysis

This project analyzes Electric Vehicle market in India, focusing on market trends, sales growth and revenue projections. The analysis aims to support AtliQ Motors in understanding the current EV landscape and informing their expansion strategy in the Indian market.

### Coffee Beans Sales Dashboard

This project features a Dynamic Sales Dashboard built in Microsoft Excel to analyze and visualize sales performance data for a Coffee Beans business. It provides valuable insights into total sales and profit by country-wise and time-based to support data-driven decisions.

### Book Recommendation System

This project is a Content-based Book Recommendation System that suggests books similar to the one provided by the users. It analyzes various features of the input book and finds the most relevant matches using text-based similarity techniques.

## SKILLS

- Microsoft Excel
- SQL
- Communication
- Analytical Thinking
- Tableau
- Python
- Problem Solving
- ChatGPT & GitHub Copilot

## COURSES & CERTIFICATES

### Google Data Analytics

Learned how to ask questions, clean and analyze the data, do EDA and present visuals.

### Python for Data Science & Machine Learning Bootcamp

Learned how manipulate and extract insights data using different python libraries, how to built basic ML models and Recommender Systems.