

# Reena Kalkandha

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## SKILLS

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- **Languages:** Python , R
- **Data Visualization Tools :** Power BI, Excel , Tableau
- **Databases :** Mysql , PostgreSQL
- **Soft Skills:** Team Player, Adaptability

## Experience

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### Technical Associate – Tech Mahindra

(May 2025 – Present)

- Conduct data audits to verify accuracy, consistency, and compliance with standards.
- Identify and document process gaps, then suggest and implement workflow improvements.
- Collaborate with cross-functional teams to resolve data-related issues quickly.
- Build strong analytical, reporting, and problem-solving skills in a fast-paced environment.

### Data Analyst Intern — *Elevate Labs*

(Apr 2025 – May 2025)

- Cleaned, analyzed, and visualized large datasets for real-world projects.
- Generated actionable insights to support business decision-making and optimize processes.
- Applied tools such as Python, SQL, Excel, and Tableau/Power BI (adjust to match what you actually used).
- Demonstrated professionalism, analytical thinking, and dedication throughout the internship.

## PROJECTS

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### Netflix Content Analysis| Python

- Analyzed Netflix dataset (till 2019) to extract insights and develop a content-based recommendation system to reduce subscriber churn.
- Cleaned null values, managed nested columns, and categorized ratings (adult, children's, family-friendly, not rated).
- Identified global content trends and shifts in Netflix's focus from movies to TV shows.

### Play Store App Review Analysis | Python

- Handled missing values, duplicates, and outliers; normalized data.
- Analyzed ratings, installations, and reviews for trends.
- Explored relationships between ratings, reviews, app size, and price.
- Identified top app categories by installations and ratings.
- Conducted correlation analysis and hypothesis testing.
- Created visualizations to present data trends.
- Suggested strategies to improve app ratings and engagement.

### Power BI Dashboard -Sales Performance Analysis

- Developed an **interactive dashboard** in Power BI to analyze sales trends, customer segmentation, and profit margins.
- Created **dynamic reports** on revenue growth, sales forecasting, and regional performance.

## CERTIFICATIONS

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Master of Data science from AlmaBetter

Machine learning from cipherSchool

## EDUCATION

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### **Lovely Professional University Punjab**

**2023 – 2025**

Masters of Computer Application - Percentage:74%

### **Chaudhary Ranbir Singh University jind**

**2020 – 2023**

Bachelor of science – Percentage: 70%,

### **Haryana Government senior secondary school, kandela jind**

**2018 – 2020**

12th with non-medical – Percentage: 76%

