RISHITA PRIYADARSHINI SARAF

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EDUCATION

Vellore Institute of Technology, Bhopal 2022- 2026
BTech In Computer Science and engineering   CGPA: 8.73   (expected)

Narayana Junior College 2020-2022
Narayana Junior College, Narayanguda SSC (CLASS XII)   Aggregate: 92.8%

High School 2010-2020
St. Joseph's School, Habsiguda ICSE (Class X)   Aggregate: 96.4%

TECHNICAL SKILLS

- **Programming Languages:** Python, C++
- **Databases:** MySQL
- **Technical Skills:** Data Analysis, Microsoft Excel, Power BI, SQL, Machine Learning Algorithms, Statistics and Probability
- **Tools & Frameworks:** Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, TensorFlow, Keras, OpenCV

UNIVERSITY PROJECTS

Sales Performance Dashboard using Power BI Jan, 2025
- Built a Power BI dashboard analyzing 10,000+ sales records, visualizing KPIs like sales by country, standard cost and category performance.
- Business Case Analysis: Applied the MECE method to dissect and solve various real-world business cases, including profitability enhancement for a multinational tech firm and feasibility analysis for a tourism project.
- Data-Driven Decision Making: Leveraged MS Excel and Power BI to conduct comprehensive data analysis, with a focus on understanding consumer behavior and informing strategic recommendations.
- Tech Stack: Power BI, Microsoft Excel, Power Query, MECE method

ClusterCart: Multi-Model Customer Segmentation for E-Commerce Analytics June, 2025
- Segmented 5,000+ e-commerce users using K-Means, Hierarchical and DBSCAN to identify high spenders, price-sensitive buyers and other groups.
- Preprocessed data with scaling and encoding, and tuned clustering parameters to extract 3–5 actionable segments for targeted marketing.
- Visualized results using scatter plots and dendrograms to compare algorithm effectiveness.
- Tech Stack: Python, Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Jupyter Notebook

WORK EXPERIENCE

Business Analyst Intern - Finlatics Business Analyst Experience Program Dec 2024 – Jan 2025
- Applied core Business Analyst methodologies, including the MECE framework, to solve diverse case-based projects.
- Tackled a range of complex business cases, from enhancing profitability for a multinational technology business to evaluating the viability of a proposed tourism project.
- Demonstrated a diligent and data-driven approach to problem-solving, identifying unique insights into business challenges.
- Tech Stack: MS Excel, Power BI, MECE Method

Data Analyst Intern - NullClass Jan 2025 – Feb 2025
- Analyzed Google Play Store app reviews and created an interactive HTML dashboard using Plotly.
- Performed data preprocessing and extracted sentiment trends to guide app improvements.
- Tech Stack: Python, Pandas, Plotly, Matplotlib, Seaborn, Jupyter Notebook

ADDITIONAL INFORMATION

Certifications:
- Finlatics Business Analyst certificate
- Oracle Data Science Professional Certificate