

# SAJAL VIJAYVARGIYA

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## SUMMARY

Data Analyst with expertise in SQL, Python, and Power BI, delivering actionable insights through advanced analytics and interactive dashboards. Proven ability to analyze 100K+ transaction datasets, build predictive models, and create executive-level visualizations that drive data-driven decision-making. Skilled in customer segmentation, revenue analysis, and query optimization, with strong business acumen connecting technical findings to strategic recommendations.

## EXPERIENCE

### AI & Data Analytics Internship — AICTE, Shell India & Edunet Foundation

July 2025 –August 2025

- Completed a 4-week virtual internship focused on Artificial Intelligence and Data Analytics aligned with Green Skills initiatives.
- Gained exposure to data analytics workflows, AI concepts, and their application in sustainability and environmental projects.
- Delivered a mini-project on environmental analytics leveraging Shell’s real-world case data.

## EDUCATION

### Jaypee University of Engineering and Technology , Guna | 2023 - 2027

Bachelor of Technology in Computer Science and Engineering | CGPA: 7.81/10.0

## PROJECTS

### Digital Banking Intelligence: Customer Churn and Engagement Analysis | [Link](#)

- Applied predictive modeling techniques to analyze churn probability and engagement patterns, enabling data-driven retention strategies for financial institutions
- Developed interactive dashboards in Streamlit (real-time churn prediction and segmentation) and Power BI (business insights on churn distribution, demographics, and engagement trends).
- Skills Demonstrated: Data Preprocessing, Feature Engineering, Customer Segmentation, Power BI, pandas, numpy, matplotlib

### Credit Card Transaction & Customer Analysis Using Power BI | [Link](#)

- Extracted and transformed credit card transaction data from PostgreSQL into Power BI and built dashboards tracking 55M+ revenue, 44M+ transactions, and 650K+ records across cards and customers.
- Delivered insights: Blue card dominance (46M), high-spending segments (graduates, businessmen, 60+ age group), and top states (CA, TX, NY).
- Skills Demonstrated: PostgreSQL, Power BI, Data Visualization, EDA, Dashboard Development, Business Insights

### E-Commerce Sales Analytics: SQL-Based Business Intelligence | [Link](#)

- Designed a normalized relational database (8 tables, 100K+ records) for Brazilian e-commerce data with optimized indexing, reducing query time from 12s to < 2s.
- Wrote 20+ advanced SQL queries (CTEs, window functions, subqueries) to generate insights, including Pareto analysis (20% products → 80% revenue), RFM-based customer segmentation (96K users), and churn risk of \$180K across 3.2K customers.
- Skills Demonstrated : PostgreSQL, Advanced SQL, Database Design, Query Optimization, Data Analysis, BI

## TECHNICAL SKILLS

**Programming & Analytics:** Python (pandas, NumPy, Matplotlib, Seaborn, Scikit-learn), SQL (Advanced Joins, CTEs, Window Functions, Query Optimization)

**Visualization & BI Tools:** Power BI (DAX, Power Query, Custom Visuals), Excel (Pivot Tables, Advanced Functions, Macros)

**Statistical Methods:** A/B Testing, Hypothesis Testing, Regression Analysis, Customer Segmentation (RFM, Cohort Analysis)

**Cloud & Databases:** AWS (S3, Redshift, Athena, QuickSight), PostgreSQL, MySQL

**Tools & Platforms:** Git, Jupyter Notebook, Streamlit, VS Code, Google Colab

## CERTIFICATION

- Oracle Cloud Infrastructure 2025 Certified Data Science Professional | Oracle**  
Validated expertise in building, deploying, and managing machine learning models using Oracle Cloud Infrastructure.
- Google Cloud Data Analytics Certificate | Google**  
Learning to derive insights from large datasets and create impactful data stories using Google Cloud tools.
- AWS Certified Cloud Practitioner | Amazon Web Services**  
Demonstrated foundational knowledge of cloud computing concepts, security, pricing, and AWS core services.