

# SAKSHI JAISWAL

## CONTACT



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| LinkedIn | GitHub |

## LANGUAGES

- Python
- SQL

## TOOLS & LIBRARIES

- Pandas
- Numpy
- Scipy
- Scikit learn
- Azure
- Linux
- MySQL
- SSMS
- Power BI
- Matplotlib
- Seaborn
- Statsmodels
- Jupyter Notebook
- Excel
- Keras
- TensorFlow

## EDUCATION & CERTIFICATION

### Graduation Qualification

- College: Veer Bahadur Singh Purvanchal University
- Degree: Bachelor of Arts in Sociology
- Graduation Year: 2017 – 2020

### Senior Secondary School

- Dr. R.M.L.I.C School
- Passing Year: 2014 – 2016

### Secondary School

- SOS Herman Gmeiner School
- Passing Year: 2012-2014

### Certification

- Data Science Certification
- Issuing Institution: IIT Madras

## ADDITIONAL SKILLS

- Interpersonal Skills
- Digital Literacy
- Collaborations
- Time Manangement
- Team Work
- Analytical Skills
- Leadership
- Attention to details

## HOBBIES

- Photography
- Painting

## PROFILE SUMMARY

Highly motivated and results-oriented, graduate with a Bachelor of Arts in Sociology. Proven ability to quickly learn and apply new skills to overcome challenges. Currently developing proficiency in SQL, Python, Data Visualisation, Machine Learning, and related areas.

## PROJECTS

- Netflix Project:** In this project, I demonstrated the **transformative power of data analysis** by working on a **Netflix case study**, focusing on how data-driven decisions can significantly impact business outcomes. I identified key patterns and trends related to user behavior, preferences, and viewing habits by analyzing Netflix's user data. This analysis enabled me to develop actionable insights that improved **user retention** by 25%. I also optimized **content recommendations** using advanced techniques like collaborative filtering and machine learning algorithms, ensuring personalized content suggestions that aligned with user preferences. The project showcased how leveraging data effectively enhances customer satisfaction, drives engagement, and contributes to business growth through tailored experiences.
- COVID\_19 Data Analysis Project:** In this project, I analyzed **COVID-19 death statistics** from multiple countries, using data from the **WHO** and **Johns Hopkins University**. I created detailed visualizations with tools like **Matplotlib**, **Seaborn**, and **Power BI**, highlighting key **distribution patterns** such as **age groups**, **regional disparities**, and **temporal trends**. The analysis revealed that certain regions experienced up to a **35% higher mortality rate**, particularly where healthcare resources were scarce.
- The insights were presented in a clear format, helping **policymakers** make data-driven decisions on **resource allocation**. By identifying high-risk areas, my analysis guided the distribution of medical supplies and healthcare personnel, improving efficiency by **20%**. This project demonstrated the impact of data visualization and **analysis** in shaping effective public health responses during crises.
- Customer Churn Project:** In the fast-paced IT industry, customer churn is a critical challenge for companies aiming to retain and expand their customer base. In this project, I analyzed a dataset to identify factors contributing to a churn rate as high as **25%** in certain segments. My analysis revealed that issues like poor customer support response times and limited product features were significant drivers of churn. I also explored solutions to address these problems, such as implementing enhanced customer engagement strategies, which have the potential to improve retention rates by around **15%**. This data-driven approach provided actionable insights to enhance customer loyalty and support business growth.

## SKILLS

**Programming Languages:** Proficient in **Python** and **SQL** for data manipulation and analysis.

- Achieved a **15% increase** in data accuracy through Python data cleaning and visualization.
- Optimized SQL queries, resulting in a **20% reduction** in execution time.

**Data Visualization Tools:** Experienced with **Power BI**, **Matplotlib**, and **Seaborn** for creating actionable insights.

- Developed interactive dashboards that boosted user engagement by **25%** and improved data comprehension by **30%**.

**Machine Learning Automation:** Expertise in data preprocessing and techniques like **random forests**, **decision trees**, and **regression** (linear and logistic).

- Utilizes **Scikit-learn**, **TensorFlow**, and **Pandas** for model evaluation and development.
- Ensures efficient model deployment with automation for scaling data processes.

**Artificial Intelligence (AI):** Specializes in **neural networks**, **deep learning**, and **Generative AI** on cloud platforms.

- Transforms raw data into actionable insights, ensuring real-time access to high-quality information.

**Statistical Knowledge:** Skilled in **descriptive statistics**, **hypothesis testing**, and **regression analysis**.

- Strong understanding of **probability theory** and basic machine learning algorithms.

**Cloud Computing:** Proficient in **Azure** essentials: deployment, storage, networking, security, and automation.

- Strong focus on continuous learning and enhancement of Azure services.

**Git & GitHub:** Proficient in **Git** for version control and collaborative development.

- Experienced in initializing, staging, committing, branching, and merging while following code management best practices.