

# SAKSHI ANDHALE

## Aspiring Data Analyst

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### SKILL

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Python, SQL, Power BI, Excel, Advanced Excel, Tableau, R, Numpy, Matplotlib, Seaborn, EDA, Pandas, Data Visualisation, Data Cleaning, Data Manipulation, DAX (Data Analysis Expressions), Data Cleaning, VBA

### PERSONAL PROJECTS

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**Bike Sales Data Analysis Dashboard:** Created a dashboard using Excel and pivot charts. Cleaned and analyzed a dataset of over 1,000 bike sales records, identifying key trends in customer demographics and sales patterns.

**Clothing E-commerce Store Data Analysis:** Processed and visualized sales data from 31,000+ transactions to uncover insights into customer behavior and regional performance.

Derived insights like Maharashtra leads with \$2.99M, Karnataka (\$2.64M), followed by Uttar Pradesh.

**HR Analytics Dashboard:** Used Power BI to analyze HR data for 1400+ employees, focusing on turnover rates, employee performance, and department efficiency.

**Online Gaming Behavior EDA:** Conducted EDA on a dataset of 40,000+ online gaming records, and identified key patterns in player behavior and engagement to derive business decisions to increase understanding of user behavior.

**Rollercoaster Dataset EDA:** Utilized Numpy, Pandas, Matplotlib, and Seaborn to perform exploratory data analysis on a dataset of over 1,000 roller coaster rides.

Produced a comprehensive report and evaluated performance metrics, safety ratings, and user satisfaction, leading to the identification of key trends and improvement areas.

### EXPERIENCE

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#### LeadStrategus

*Intern - (July 2023-Dec 2023)*

- Fashioned a minimum of 40 personalized messages to CXOs per day for clients like FluidAI, Goavega, Cezta, Pinetics, etc.
- Developed, managed, and maintained a comprehensive content development DB resulting in streamlined operations, with over 300 self-written articles for CEOs and CXOs.
- Collaborated with the team to develop and execute content strategies to drive engagement and client conversion.
- Curated high-quality SEO-friendly articles and blog posts for LeadStrategus's and clients' websites and social media platforms.
- Contributed to internal BD outreach efforts via messages, calls, and emails, contributing to webinar organization, handling prospect selection, message drafting, and content creation.
- Earned the responsibility to train and mentor new recruits through the end-to-end content writing processes and deliverable management within a mere 2 months of employment.
- Innovated outreach strategies, executing campaigns that led to a 19.2% increase in new client acquisition.
- Improved efficiency of the existing content curation and management system, achieving a speed increase of over 30%.
- Achieved significant productivity milestones, producing 7-10 2000-word articles per week within 3 months of the internship with minimal supervision and revisions.
- Monitored and analyzed the performance of posted content and assisted in making data-driven decisions to ensure that the website and social media platforms attract and retain the target audience.

**TellyBest**

*Content Writing Intern - (04/22 - 06/22)*

- Translated video content into engaging and concise written summaries, increasing audience engagement on the website by 25% and driving higher click-through rates.
- Led the proofreading process for all written content, ensuring 100% accuracy, clarity, and adherence to style guidelines.
- Published content on the website twice daily, maintaining a consistent schedule for morning and evening updates

**EASYSHIKSHA**

*Content Writing Intern - (12/21 - 02/22)*

**EDUCATION**

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**Marathwada Institute of Technology – 8.2 CGPA - B.Tech (2019-2023)**

Bachelor of Engineering, Computer Science

**COURSES**

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**Power BI Essential Training**

**Python Data Analysis**

**Excel: Managing and Analyzing Data**

**Tableau 2024.1: Essential Training**

**SQL for Data Analysis**

**Data Visualization for Data Analysis and Analytics**