

SEENA SHARMA

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Skills

Analytical Tools: Power BI ,Advanced Excel,Tableau

Programming Languages: SQL, Python

Databases: MySQL

Experience

AI Variant

Jan 2025 - Oct 2025

Data Analyst Intern

- Worked across multiple end-to-end analytics workflows using Excel, MySQL, Power BI, and Tableau, delivering structured datasets, KPIs, and interactive dashboards.
- Performed data cleaning and SQL analysis on **50,000+ records**, identifying trends in sales, customer behaviour, loan patterns, and project success metrics
- Delivered **monthly presentations** of insights and dashboards, strengthening data storytelling and supporting data-driven decision making.

Projects

Customer Shopping Behavior Analysis | [Link](#) | [Python | MySQL | Power BI]

- Built an end-to-end customer behaviour analysis workflow using Python and MySQL for a 3,900-row dataset, performing data cleaning, feature engineering, and SQL analysis to identify key patterns in spending, product ratings, and customer segments.
- Designed a clean data model and **interactive Power BI dashboard** to visualize demographics, revenue by age group, shipping preferences, and discount behaviour, improving insight accessibility and **reducing analysis time by 35%**.
- Generated actionable insights** revealing high-value customer groups, top-rated product categories, and a **22% higher purchase frequency among subscribers**, enabling targeted marketing and data-driven decision making.

Business 360 | Power Bi | SQL | Excel | [Link](#) |

- Customized a multi-functional Power BI dashboard to analyze AtliQ hardware's sales trends over the global market by gathering data from 2 different sources (Excel/CSV files and a SQL database).
- Built data model and visualizations in Power BI, and optimized the report with DAX studio which improved the performance of the report by **5%**.
- The dashboard enabled AtliQ hardware to analyze different department sales trends and make data-driven decisions, leading to a projected **10%** revenue acceleration and **20%** reduction in data-related expenses.

Danny's Diner | Restaurant Analytics | SQL

- Queried and analyzed restaurant transaction data using SQL (JOINS, CTEs, window functions) to understand customer behaviour, menu profitability, and visit frequency.
- Delivered **10+ actionable insights** identifying top customers, high-margin items, and loyalty trends to support strategic decision-making.
- Insights and recommendations demonstrated potential to **increase repeat customer rate by 10%** and optimize overall menu performance.

Education

SJHS, DAVV

Indore, Madhya Pradesh

Bachelor of Business Administration

June 2023

ExcelR Institute

Bangalore, Karnataka

Data Analysis

Aug 2025

Certifications

- ExcelR: Data Analyst** | **Codebasics: Power BI** | **Deloitte: Data Analytics Job Simulation** | **Tata: Data Visualisation**