

# SEENA SHARMA

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## Skills

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**Analytical Tools:** Power BI ,Advanced Excel,Tableau

**Programming Languages:** SQL, Python

**Databases:** MySQL

## Experience

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### 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

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### 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

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### SJHS, DAVV

*Bachelor of Business Administration*

Indore, Madhya Pradesh

June 2023

### ExcelR Institute

*Data Analysis*

Bangalore, Karnatak

Aug 2025

## Certifications

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- **ExcelR:** [Data Analyst](#) | **Codebasics:** [Power BI](#) | **Deloitte:** [Data Analytics Job Simulation](#) | **Tata:** [Data Visualisation](#)