

Shiwani Pradhananga  
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[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

## PROFILE

Motivated and detail-oriented Data Analyst with 1 year of hands-on experience in data-driven decision-making and business intelligence. Proficient in SQL, Python, Excel, and Power BI, with a strong background in data visualization and dashboard development. Adept at collaborating with cross-functional teams to identify opportunities for operational improvement and drive data-informed strategies.

## TECHNICAL SKILLS

- Languages & Tools: SQL, Python, Pandas, R
- Data Analytics: Data Cleaning, Data Manipulation, Exploratory Data Analysis (EDA), Data Visualization
- Visualization Tools: Power BI, Tableau
- Software & Platforms: Excel, SSMS (SQL Server Management Studio), Office 365, Jupyter Notebook, Visual Studio Code, PostgreSQL
- Workflow & Collaboration: Git & Version Control, Jira

## WORK EXPERIENCE

### Data Analyst| AUSNEP IT Solutions

June 2024 to till date

- Collaborated with senior stakeholders to align data initiatives with business goals, translating objectives into actionable data solutions.
- Analysed large, complex datasets to uncover trends and opportunities, leading to a 15–25% improvement in operational efficiency.
- Designed and deployed interactive dashboards and reports using Power BI and Tableau, reducing manual reporting time by 40%.
- Led end-to-end data projects from discovery through implementation, delivering insights that supported strategic decision-making.
- Defined and monitored key business metrics (KPIs), providing actionable recommendations that improved customer retention and engagement.
- Supported data governance and quality improvement efforts, contributing to a 30% reduction in data errors.

## PERSONAL PROJECTS

### Correlation Between Customer Churn Rate and Charges in Telecommunication Setting| [Link](#)

Objective: Investigated the relationship between customer churn rates and service charges in the telecommunications industry to identify patterns and inform retention strategies.

- Tool Used: Excel | Tableau | GitHub | Pivot Table

- Key Contributions: Data Analysis | Risk Labelling | Visualisation | Reporting
- Outcome: The project provided valuable insights into customer behaviour, enabling the development of strategies to improve customer retention and reduce churn rates.

### **RFM Analyser Tool – Customer Segmentation| [Link](#)**

Objectives: To automate RFM analysis for easy customer segmentation, enabling businesses to identify key customer groups through a single Python function without technical complexity.

- Tools: Python | Pandas|
- Outcome: Simplified and democratised customer analytics by enabling non-technical users to perform RFM segmentation through a single function call.

### **EDA of COVID-19 Risk Factors: Vaccinations, Age, and Gender using SQL| [Link](#)**

- Conducted in-depth EDA on COVID-19 dataset to examine the relationship between vaccination status, age, gender, and recovery outcomes.
- Utilized advanced SQL queries for data cleaning, aggregation, and visualization.
- Highlighted key insights into vaccination effectiveness across age and gender demographics.

### **A Predictive Analytics Approach using Python & Power BI | [Link](#)**

- Developed a predictive analytics solution using customer shopping data to assess churn rate, Net Promoter Score (NPS), and customer retention.
- Performed feature engineering and demographic segmentation to uncover purchasing trends by age, gender, and value.
- Built and evaluated a Random Forest classifier to forecast repurchase likelihood, achieving 62% accuracy.
- Identified a 72% churn rate and a negative NPS (-1.59), providing actionable insights to improve customer engagement strategies.

## **CERTIFICATES**

<b>Data Analytics Essentials  Cisco Networking Essentials  <a href="#">Certificate</a></b>	<b>May 2025</b>
<b>Deloitte  Forage - Data Analytics  <a href="#">Certificate</a></b>	<b>April 2025</b>
<b>Accenture North America- Data Analytics and Visualisation  <a href="#">Certificate</a></b>	<b>June 2024</b>

## **EDUCATION**

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|---|----------------|
| • Macquarie University - Master of Business Analytics       | Feb 2022 -2024 |
| • Presidential Business School - Bachelor`s degree Commerce | 2018- Sep 2021 |

## **Reference**

Bivek Chhetri | Manager| AUSNEP IT Solutions

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