

# Vaishnavi Vijay Lawate

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## OBJECTIVE

Seeking to integrate data analytics with advanced statistical techniques while deepening my understanding of core analytical concepts to drive data-driven decision making and optimize business performance. Eager to apply my skills and contribute to the industry with dedication and a commitment to delivering impactful insights and solutions.

## EDUCATION

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| ▪ <b>Vishwakarma Institute of Information Technology</b><br><i>Bachelors of Technology (Artificial Intelligence and Data Science)</i><br><b>B.K. Birla College</b><br><i>Higher Secondary Certificate (HSC)</i> | <b>June, 2026</b><br><i>Pune, Maharashtra</i><br><b>March, 2022</b><br><i>Kalyan, Maharashtra</i> |
| ▪ <b>Rita Memorial High School</b><br><i>Secondary School Certificate (SSC)</i>   | <b>March, 2020</b><br><i>Kalyan, Maharashtra</i>  |

## EXPERIENCE

### E-commerce Data Analysis

- Analyzed customer behavior, sales trends, and website traffic using SQL, Python, and Excel, resulting in a **15% increase in targeted marketing effectiveness** and improved product placement strategies.
  - Developed interactive dashboards in Tableau and Power BI to track KPIs such as conversion rates, cart abandonment, and customer retention, improving decision making speed by 30%.
- Designed and executed A/B tests for product listings and pricing strategies, achieving a **12% boost in overall sales** and identifying top-performing SKUs.
- Performed demand forecasting using historical data, leading to a **20% reduction in inventory costs** and minimizing stockouts.
- Partnered with marketing teams to evaluate campaign performance and optimize ad spend, resulting in a **25% increase in ROI** and a **15% improvement in customer engagement**.
- Automated data collection and reporting pipelines using Python and Excel macros, saving **10+ hours per week** and increasing report accuracy.

## PROJECTS

### 1. Research Paper on Deep-learning based Pomegranate Fruit disease Prediction

Built a deep learning-based model for pomegranate fruit disease prediction using CNN (machine learning techniques), enhancing early detection accuracy and improving yield quality.

### 2. Hotel Management System using Python

Built a Hotel Management System using Python, integrating room booking, billing, and customer management functionalities to streamline operations and enhance efficiency.

### 3. Containerized ToDo App deployment on AWS

Built and deployed a containerized To-Do app on AWS using Docker and Kubernetes, enabling scalable, efficient, and automated task management with cloud-based accessibility

### 4. Nearest Hospital Path Finder

Created and implemented a Nearest Hospital Path Finder using the A\* algorithm\*, optimizing shortest route calculations for emergency navigation with real-time mapping efficiency.

### 5. House Price Prediction

Built a House Price Prediction model using machine learning regression techniques, leveraging features like location, size, and amenities to provide accurate property value estimates.

## **CERTIFICATIONS**

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- **Google-Data Analytics**
- **Fundamentals of Deep-learning from NVIDIA**
- **Learn CCNA 200-301 Network Fundamentals Online from Simplilearn**

## **SKILLS**

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- **Advanced Excel**
- **Power BI**
- **Tableau**
- **SQL (Structured Query Language)**
- **Python**
- **Machine Learning**
- **Soft Skills-Good communication,decision making,Multi-tasking**

## **ACHIEVEMENTS**

- **Scitech (1<sup>st</sup> Prize)**
- **GFG(Tech-it-out)-Top-10**