

Shreya Singh

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📄 <https://Shreya-0725.github.io/>

Technical Skill

Languages & Databases: Python, Pandas, NumPy, SQL, PostgreSQL

Visualization Tools: Power BI, Matplotlib, Seaborn

Other Skills: Advanced Excel, Business Analysis, Data Analysis

Projects

Netflix Movie Data Analysis | Jupyter Notebook , *Data cleaning , Python, Matplotlib , Seaborn , numpy, pandas*

- Use Pandas, Numpy and visualization libraries to analyze Netflix content.
- Analyze genres having the highest votes and movies which got the highest Popularity as well as lowest popularity.
- Identified that "Spider-Man: No Way Home" accounted for over 80% of popularity votes in its genre, suggesting a significant audience preference for blockbuster superhero content.
- Observed that the year 2020 had the largest volume of movie releases in the dataset, indicating a significant production peak.

Zomato Data Analysis | Jupyter Notebook, *Data cleaning, Python, Matplotlib*

- Explored a Zomato restaurant dataset to uncover insights into customer behavior and spending patterns.
- Focused on restaurant ratings votes and customer preferences to identify popular dining choices.
- Revealed that over **50%** of customers gave the highest number of votes to dining restaurants, indicating strong preference for dine-in experiences.
- Determined that couples typically spend around ₹300 per order, **suggesting opportunities** for targeted promotional offers.

Interactive Power BI Dashboard – Mobile Sales Analysis | Power BI, *Data modeling and cleaning*

- Developed a Power BI dashboard to analyze ₹68M in mobile sales from 325 transactions, revealing that Mumbai alone contributed over **32%** of total sales, while Vivo S1 emerged as the highest-selling model with ₹8M in revenue.
- Identified that Tuesday generated peak sales (**~₹11.6M**) while Thursday had the lowest (**~₹8.2M**), and found Cash and Debit Card accounted for the most used payment methods (**52% combined**).

Online Book Store | PostgreSQL, *Sql, excel*

- Analyzed purchase behavior of 500 customers using advanced SQL queries on an online bookstore database, identifying top genres, high-spending users, and order frequency trends, which simulated insights for marketing and sales optimization.

Excel Dashboard for McDonald's Sales Trends & Analysis

- Evaluated **\$2,544** in total sales with \$890 profit across 87 customers, highlighting strong profitability with over 85% order success, **89%** profit efficiency, and 87% customer acquisition rate.
- Surfaced key satisfaction drivers: Availability (**95%**), Hygiene (**93%**), and Quality (**86%**), while Service (**53%**) and Speed (**54%**) showed improvement opportunities.

Awards & Certificates

BCG GenAI Job Simulation – Forage | May 2025

- Completed BCG's GenAI job simulation on Forage, developing an AI-powered financial chatbot using **Python and Pandas** for data manipulation.
- Interpreted **10-K and 10-Q financial reports** to generate user-friendly insights, applying rule-based logic for chatbot response automation.

Education

Indira Gandhi National Open University (IGNOU)
Bachelor of Computer Applications (BCA)

July 2022 – Present
New Delhi