

Shreya Asthana

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Projects

Atliq Hardware Sales Analysis (Tableau Dashboard) | [Github Link](#)

- Analysed sales data across 12+ months, identifying revenue trends and high-performing regions
- Utilized SQL to perform initial data analysis, extracting key insights and ensuring data integrity for effective decision-making.
- Designed an interactive Tableau dashboard to analyse sales performance, revenue trends, and market share.
- Conducted data cleaning and transformation to ensure accuracy in sales insights.
- Provided business intelligence insights, helping identify high-performing regions and product demand patterns.

Global Library Data Analysis (PowerBI Dashboard) | [Github Link](#)

- Built an interactive Power BI dashboard analysing library infrastructure across 150+ countries to visualize expenditure, librarian-to-user ratios across regions.
- Included interactive filters for real-time data-driven decision-making.
- Performed data cleaning and transformation, handling missing values for accurate reporting.

B2B Fraud detection (Python) | [Github Link](#)

- Led a fraud detection analysis on courier billing discrepancies for a company, uncovering revenue losses.
- Executed data preprocessing (finding missing values, handled discrepancies in names and data type, created calculated measures to find expected charges) and integrated 5 datasets (Invoices, Orders, Courier Rates, Pin Code Mappings) to detect overcharging patterns.
- Identified that 95.3% of orders were overcharged, revealing systematic weight inflation and zone manipulation.

Diabetes Risk Prediction for female (Python) | [Github Link](#)

- Engineered a Machine Learning model to predict diabetes risk using a dataset of 769 records and 8 features.
- Achieved 89.73% accuracy using the Gradient Boosting Algorithm.
- Addressed class imbalance (400 non-diabetic vs. 250+ diabetic) using SMOTE, ensuring balanced model training.
- Enhanced model performance through Grid Search Cross-Validation, improving accuracy from 84.4% to 89.73%.
- Conducted Exploratory Data Analysis (EDA) with visualizations to refine feature selection.

Technical Engagements

- **Tata Data Visualisation Job Simulation (Forage)** | [Github Link](#) - Conducted retail sales analysis using Tableau, creating dashboards for revenue trends, top customers, and best-selling products. Designed country-wise revenue insights using geographical mapping and filters for deeper analysis.
- **PwC Switzerland Power BI Job Simulation (Forage)** | [Github Link](#) - Built Power BI dashboards to analyse customer churn, call center performance, and HR diversity for a telecom company. Identified key business insights on customer satisfaction, workforce trends, and employee turnover.
- **Maven Pixar Challenge** | [Github Link](#) - Participated in the Maven Pixar Challenge by creating an interactive Power BI dashboard that visualizes box office trends, genres, ratings, and awards to uncover insights from Pixar's filmography.

Technical Skills

Languages: Python, SQL, DAX, HTML, CSS, Java

Data Analytics: MySQL, Microsoft Power BI, Tableau

Tools & Technologies: Git, GitHub, VS Code, Microsoft Excel

Libraries: Pandas, Numpy, Matplotlib, Seaborn, sci-kit learn

Education

VIT Bhopal University, Sehore, Madhya Pradesh - B. Tech.	2022-2026
Computer Science and Engineering, Specialization in Artificial Intelligence and Machine Learning	
Cumulative GPA: 9.07/10	
Aviraj World School, Rewari, Haryana - 12th Standard	2021-2022
Percentage: 92.34%	
Euro International School, Rewari, Haryana - 10th Standard	2019-2020
Percentage: 94.83%	

Certifications & Training

Google Cloud Digital Leader (Google Cloud, 2024-2027), IBM Data Fundamentals (IBM Skills Build), AI Primer Certification (Infosys SpringBoard), Python (Basic) & SQL (Basic) (HackerRank), Data Science with Python (iamneo), EFSET English Certificate (C1).