

SHRUTI BHANOT

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Data Analyst & Web Scraping Specialist | Python, SQL, Power BI | 3 Internships | Real-World Data Projects

PROFILE

Detail-oriented Data Analyst with a strong foundation in web scraping and automation using Python. Completed 3 hands-on internships with contributions in scraping, data analysis, and business intelligence. Experienced in using Selenium, BeautifulSoup, and requests to extract and process structured data efficiently. Proven track record of building dashboards and predictive models that improved business KPIs by up to 20%. Strong communicator with a solid understanding of HTML, DOM structure, and real-time data pipelines. Based in Mumbai and available for immediate joining.

SKILLS

- Programming:** Python (Pandas, NumPy, matplotlib, seaborn)
- Web Scraping Tools:** Selenium, BeautifulSoup, requests, Scrapy
- Analytics & BI Tools:** Power BI, Excel (Advanced)
- Database Management:** MySQL, PostgreSQL
- Statistical Methods:** Hypothesis testing, time series analysis, regression analysis, A/B testing
- Soft Skills:** Adaptability, Communication, project management, Problem-solving, Agile (Jira)
- Machine Learning Skills:** Classification and clustering algorithms, feature engineering, predictive modeling

EDUCATION

- Master of Computer Science**, St. Aloysius College Jabalpur | 70% | 2022-2024.
- Bachelor of Science**, St. Aloysius College Jabalpur | 71.64% | 2019-2022.

EXPERIENCE

90 North Software Limited

Data Analyst Intern

December 2024 - Present

Worked on backend automation and data collection tasks to support AI model development and business intelligence tools.

- Built and optimized web scraping pipelines using Selenium and BeautifulSoup for structured data extraction.
- Automated data ingestion and processing using Python and AWS Lambda, reducing manual work by 60%.
- Resolved scraping challenges such as captchas and IP blocking by implementing user-agent rotation and proxies.
- Collaborated with design and backend teams to align scraping outputs with project goals.
- Gained exposure to real-time data handling and API-based systems used in modern analytics stacks.

TEMS TECH Solutions

Data Analyst Intern

August 2024 - November 2024

Performed daily analysis of real-time e-commerce data to support sales, marketing, and customer retention strategies.

- Analyzed customer behavior and churn patterns using Python and SQL, achieving 93% accuracy in churn prediction models.
- Delivered actionable insights into customer segmentation and CLV, supporting a 20% improvement in targeted marketing strategies.
- Identified top 10 customer service agents by CSAT scores, enabling performance-based optimization.
- Conducted A/B testing on marketing campaigns to assess impact, resulting in increased high-value customer engagement.
- Created visual reports and dashboards to present findings to cross-functional teams.

Edunet Foundation

Data Analyst Intern

Feb 2024 - April 2024

Worked as a Data Analyst Intern, where I was responsible for performing customer segmentation and sales analysis using transactional data to support marketing and business strategies.

- Cleaned and analyzed large datasets using Excel, Python, and SQL to extract insights on customer behavior and sales performance.
- Built clustering models to segment customers, contributing to a 12% increase in targeted campaign conversions.
- Developed data-driven product recommendation logic to enhance customer engagement.
- Profiled customers based on transaction trends and demographics to support strategic marketing decisions.
- Delivered clear visualizations and reports to help non-technical stakeholders understand key patterns.

PROJECT

Customer Lifetime Value Analysis | [GitHub Link](#)

(Python, Machine Learning, Ridge Regression, Feature Engineering)

- Analyzed customer behavior from raw transactional data of 10,000+ customers to predict future spending and improve customer retention strategies.
- Engineered key features like *Recency*, *Frequency*, *Monetary (RFM)* values, and built CLV prediction models using Linear & Ridge Regression, achieving high accuracy on training data with minimal MSE.
- Segmented customers into actionable groups — *Best Customers*, *At Risk*, *Potential Loyalists* — enabling targeted marketing strategies for increasing customer retention by ~20%.
- Applied regularization techniques and cross-validation to ensure model robustness and prevent overfitting, leading to reliable insights for business decision-making.

News Summarization & Hindi TTS App | [GitHub Link](#)

(Python, Streamlit, API Integration, Sentiment Analysis, gTTS, KeyBERT)

- Built a web scraping tool using **Selenium** and **BeautifulSoup** to extract real-time news headlines from multiple sources.
- Extracted key topics from articles using KeyBERT.
- Generated audio reports in Hindi using gTTS, enabling multilingual sentiment delivery.
- Deployed on Hugging Face Spaces for live demo access and interactive testing.

CERTIFICATIONS

PowerBI for Data Analyst
VOIS for Tech

Machine Learning
Udemy

Advanced Excel
Udemy