SHRUTI BHANOT

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Data Analyst | Python, SQL, Power BI | 3 Internships | Real-World Data Projects

PROFILE

Analytical and detail-oriented **Data Analyst** with 3 industry internships. Skilled in SQL, Excel, Python, and Power BI with a focus on customer behavior, sales trends, and performance optimization. Built dashboards and predictive models that improved business KPIs by up to 20%. Strong communicator with hands-on experience in real-world e-commerce and marketing data projects. Actively seeking full-time Data Analyst opportunities.

SKILLS

- **Analytics & BI Tools:** Excel (Advanced), Power BI, SQL
- **Programming:** Python (Pandas, NumPy, matplotlib, seaborn)
- **Database Management:** MySQL, PostgreSQL
- **Machine Learning Skills:** Classification and clustering algorithms, feature engineering, predictive modeling

- **Statistical Methods:** Hypothesis testing, time series analysis, regression analysis, A/B testing
- **Business Intelligence and Reporting:** Interactive dashboards, KPI, data storytelling
- **Soft Skills:** Adaptability, Communication, project management, Problem-solving, Agile (Jira)

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 web scraping pipelines to collect structured business data from public sources, improving data availability for dashboards and reporting.
- Automated data ingestion and processing using Python and AWS Lambda, reducing manual work by 60%.
- Collaborated with backend and design teams to ensure clean, ready-to-use datasets for product features and internal analysis.
- 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.

Business Intelligence Reporting | GitHub Link
(Power BI, SQL, Data Cleaning, KPI Calculation, Data Visualization)
- Analyzed 50,000+ customer records to track sales trends, customer behavior, and product-wise performance for an e-commerce company.
- Cleaned and prepared data by handling missing values and created new features like Order Month, Day of Week, and Profit for deeper insights.
- Calculated key KPIs: Total Revenue $44.34M, Profit $43.09M, Customer Retention Rate 45%, Conversion Rate 55K, enabling performance evaluation.
- Built an interactive Power BI dashboard for real-time reporting, helping management identify the top 5 profitable product categories and improve retention strategy by ~20%.

CERTIFICATIONS

PowerBI for Data Analyst	**Machine Learning**	**Advanced Excel**
VOIS for Tech	Udemy	Udemy