Simran Naik

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EDUCATION

- **Data Science and Data Analysis Training Program**   **July 2022-July 2023**
  ExcelR ,Bangalore,Karnataka-575001
- **Bachelor's In Science (B'sc)**   **June 2019-Aug 2021**
  Specialization- Statistics,Mathematics and Physics
  St.Agnes College,Mangalore,Karnataka-575001

SKILLS

MS Power BI – Data Import & Transformation | DAX | Data modelling | Data Visualization | Power Query | ETL .
MS Excel   **–** If Statements| Lookup Functions | VBA | Macro | Index | Match | Pivot Table | Pivot Chart | Power Pivot
MY SQL   **–** Data types | Queries | Aggregate Functions| Subqueries | Joins | CTEs | Window functions | Views |
        Stored Procedures
Python (PROGRAMMING LANGUAGE) – Python Basics | Numpy| Pandas| Matplotlib| Seaborn| Sciket-Learn| SciPy

PROFESSIONAL EXPERIENCE

Data Analyst Intern   **Mar 2023- Sept 2023**
Ai Variant
- Effectively resolved client issues by harnessing a versatile toolkit encompassing **Advanced Excel, SQL, Python,** and **Data Visualization**
- Leveraged the dataset to extract insights and facilitated **Data-Driven** decisions, ultimately enhancing client **Profits** in the business sector.
- Crafted interactive dashboards in **Power BI, Tableau**, and **Advanced Excel** to provide actionable insights.
- Ensured data quality by employing **Power Query** for data cleaning and conducted complex calculations using **DAX functions**,
- Conducted in-depth data analysis, identifying critical insights and areas for improvement.
- Presented project findings convincingly, using **Microsoft PowerPoint** and **Power Bi** visualizations to communicate valuable insights to both management and clients.

Advisor   **Nov 2021- Jan 2023**
[24]7.ai
- Conducted Data collection and analysis to uncover customer behaviour and preferences,enabling creation of precise and targeted customer profile.
- Collaborated across teams while integrating customer insights into product development and marketing campaigns using **CRM** software.
- Monitored marketing strategy effectiveness, recommended adjustments based on feedback, and stayed updated on industry trends in **customer insights** and **Data Analytics.**

Projects

INSIGHTS TO Bank Finance And Analytics Industry |[Link]|
Jun 2023 –Jul 2023
- Conducted an in-depth analysis of bank data, involving **39.72K customers** who utilized the bank's services in India.Identified substantial loan amount growth: **$2 million (2007) to $261 million (2011)**.
- Revealed unique payment date patterns among homeowner types, emphasizing trends for rent and mortgage owners

Yum Food Delivery Service CASE STUDY- SQL |[Link]| **Aug 2023 - Sept 2023**
"Yum Food Delivery Service," a small startup in a small town founded by Priya and her friends, caters to the demand for convenient food delivery. By utilizing data-driven decision-making, they've improved marketing strategies and operations, ensuring the Food Delivery Service thrives through informed decisions.
- **Hotel Swagat** has the highest number of Recurring customers
- The most popular item on the menu is **Choco-lava cake and Rice meal.**

CERTIFICATIONS

Google Data Analytics Professional Certificate   **April 2023 – July 2023**
- Acquired a strong foundation in data analysis fundamentals and developed proficiency in core principles and techniques used in **data analysis**
- Attained proficiency in tools such as **Excel,R,SQL** and **Tableau** for data manipulation will be developed, equipping you with the skills to efficiently manage and analyze data.
- Acquired expertise **statistical techniques** to analyze data and extract meaningful insights, enabling you to make data-driven decisions in various contexts..

ExcelR Data Analysis Certification   **July 2022 – July 2023**
- Attained expertise in wide range of data related domains like **ETL,data cleaning,data modeling , database management,data analysis** and **models.**
- Attained proficiency in key skills, including **Power BI, SQL, Tableau,** and **Excel,** while also cultivating strong analytical abilities with a specialization in business analysis. This proficiency was demonstrated by achieving distinction in the certification exam

ExcelR Data Analysis Certification   **July 2022 – July 2023**
- Acquired expertise in gathering and preprocessing data to prepare it for analysis, developed exploratory data analysis techniques to understand data through summary statistics and visualizations, applied statistical methods and machine learning algorithms to derive insights, make predictions, and effectively present data findings using tools like **Scikit-Learn,Numpy,Pandas and matplotlib.**
- Additionally, I developed foundational understanding of **Natural Language Processing (NLP) and k-Nearest Neighbors (k-NN)** networks in the context of machine learning.