

SWATI KUSHWAHA

Software Engineering & Machine Learning Enthusiast | Data Scientist

✉ swatikushwaha24032003@gmail.com
☎ +91 8881803846 🌐 swatikushwahaportfolio.netlify in iamswatikushwaha
📄 SwatiKushwaha24 📁 SwatiK 📧 swatikushwaha24



WORK EXPERIENCE

Growth Analyst Intern

CloudQA

📅 May 2025 – Present 📍 Remote (Internship)

- Boosted LinkedIn impressions by 474% and engagement rate by 1,075% vs. competitors in just 15 days by leading content strategy, publishing posts regularly, and optimizing platform messaging.
- Analyzed website and SEO performance using Google Analytics and NeuronWriter; published 2 SEO-optimized blogs via WordPress & Elementor, improving visibility and reader engagement.
- Proposed and designed a new landing page layout using Elementor, incorporating competitive positioning and UX enhancements to support conversion goals and differentiation.

Business Analyst Intern

MedTourEasy

📅 July 2023 – August 2023 📍 Remote (Internship)

- Conducted exploratory data analysis (EDA) on user interaction datasets, uncovering key trends that informed a 15% improvement in targeted engagement strategies.
- Analyzed 200+ user feedback entries, identifying pain points by age group and geographic location; visualized insights via Tableau dashboards, leading to prioritized UX enhancements.
- Developed dynamic data dashboards for team presentations, streamlining decision-making for project supervisors and stakeholders.

R & D PROJECTS



Mapzine: Interactive Web App | Core Prgrammer 🗺️ 📄 </>

- Built an interactive Folium map plotting 10K+ global volcanoes and population density, highlighting high-risk zones for disaster planning.
- Created dynamic popups with geological/demographic insights, cutting data analysis time by 40% for researchers.

Netflix Dashboard | Core Analyst 🌐 📄

- Developed a Tableau dashboard analyzing 6,000+ Netflix titles, revealing top genres (Dramas, TV shows) and regional trends to optimize content strategy.
- Reduced simulated user search time by 25% by identifying high-demand release eras and improving recommendations.

Advertising Sales Prediction | Core Programmer 📄 </>

- Built a linear regression model analyzing \$200K+ ad spend, identifying TV ads as top sales driver (72% correlation).
- Proposed budget reallocation boosting sales 18% and cutting newspaper ad waste by 35%.

India Unemployment Rate Analysis (2020) | Core Analyst 📄 </>

- Analyzed 2020 unemployment trends across Indian states using Python (Pandas/Matplotlib), revealing a 23% peak in joblessness during strict COVID lockdowns.
- Identified regional disparities (e.g., urban vs. rural) and correlated labor participation drops with lockdown severity, enabling targeted policy recommendations.

CAREER OBJECTIVE

“Innovative Data Scientist with strong analytical and collaborative skills, skilled in ML and AI. Committed to delivering precise, data-driven solutions through vibrant dashboards and attention to detail.”

EDUCATION

B. Tech. in Computer Science & Engineering

SRM University
/ 10.0

Cum. GPA: 8.72

📅 July 2024 📍 Sonepat, IN

CERTIFICATIONS

Sales Forecasting Professional Certification | HP
Sales Modeling | Market Research

Artificial Intelligence Analyst | IBM
Machine learning | IBM Watson | NLP | Chat-bots

Business Analytics with Excel | SkillUp
Advanced Excel | Data cleaning & Processing

SOFT SKILLS

Communication Attention to Detail
Collaborative Innovative

TECHNICAL SKILLS

Machine Learning Deep Learning
Computer Vision LLMs DBMS
SQL MS-Office Python Tableau
Power BI C++ Numpy Scipy
Pandas SkLearn Tensorflow
Keras Pytorch Matplotlib
Seaborn Plotly Flask CSS
HTML Selenium Beautifulsoup

HOBBIES

- Technical Blogging.
- Chess.
- Traveling.