# **SWATI KUSHWAHA**

#### Software Engineering & Machine Learning Enthusiast | Data Scientist

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♠ SwatiKushwaha24





#### WORK EXPERIENCE

#### **Growth Analyst Intern** CloudQA

May 2025 - Present

- 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

- 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.

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- 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
- 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 Al. 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

Sonepat, IN

## **CERTIFICATIONS**

Sales Forecasting Professional Certification | HP Sales Modeling | Market Research

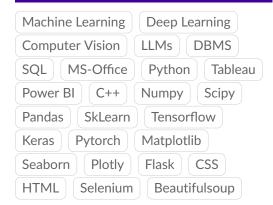
Artificial Intelligence Analyst | IBM Machine learning | IBM Watson | NLP | Chat-bots

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

# SOFT SKILLS

Communication Attention to Detail Innovative Collaborative

# **TECHNICAL SKILLS**



# **HOBBIES**

- Technical Blogging.
- Chess.
- Traveling.