Vandana Bharti

Data Analyst

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PROFESSIONAL SUMMARY

A Business Administration graduate with strong skills in data analysis, visualization, and business intelligence using Excel, SQL, Power BI, and Python. Solved 500+ SQL problems and developing customer segmentation model to optimize marketing strategies. I'm passionate about leveraging analytics, reporting generation and actionable insights to improve business processes. Eager to contribute actionable insights to a data-driven team while growing my expertise

EDUCATION

Data Analytics Certification (AccioJob)	2025
Bachelor of Business Administration, Banasthali Vidyapith|CGPA: 8.55	2020–2023
Intermediate (PCM, CBSE) |Percentage: 83.6%	2020
Matriculate (CBSE) |Percentage: 83.4%	2018

SKILLS

- Programming & Databases: Python, SQL (MySQL), VBA, macros, google collab, google cloud
- Data Visualization: Power BI, Microsoft Excel, MS Power Point, Matplotlib, Dashboard design, data modeling
- Data Analysis & Processing: Data Cleansing, data gathering, Data, EDA, Data Transformation, ETL, Data Validation,
- Soft Skills: Problem Solving, Analytical Thinking, Communication, Team work, adaptable, cross functional work

RESEARCH WORK

IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOUR

- Conducted a fundamental research on consumer behavior study with 200 respondents on FMCG products.
- Analyzed purchase patterns and brand preferences, finding 58–87% brand loyalty across product categories, driven by quality, affordability, and availability. and their customer engagement.
- Derived insights that highlight branding's role in influencing 64%+ of consumer purchase decisions, supporting data-driven marketing strategies.

E-COMMERCE: A PARALLEL WORLD IN RETAIL INDUSTRY

- Researched evolution of India's retail sector, analyzing e-commerce's 10% GDP contribution and 35M employment .
- Assessed COVID-19 effects, analyzed market supply demand research highlighting 40% growth to $38B in 2020 and consumer shifts to online platforms.
- Derived insights on preferences and digital strategies, supply and pricing forecasting for retail optimization.

PROJECTS   PORTFOLIO

UBER TRIP ANALYSIS

- Developed interactive Power BI dashboard analyzing 103.7K Uber trips, $1.6M value, and 349K miles, resolving 5K data inconsistencies, performed vehicle trends.
- Performed DAX-based analysis of payment methods, vehicle types, and trends, boosting 10% route optimization.

BRAZILIAN E-COMMERCE DATASET BY OLIST

- Analyzed 2016-2018 Olist data with SQL & Power BI, covering 70M customers and R$16M sales, handling 100K+ records.
- Executed SQL queries across 8 tables to assess 270K sellers and 70% urban orders; ensured accuracy via Excel data cleaning.
- Built Power BI dashboards tracking KPIs of products to higher review scores, reducing efficiency loss from 5K delayed orders.

CUSTOMER SEGMENTATION WITH CREDIT CARD DATA

- Developed K-Means clustering model using Python, Pandas, and Scikit-learn to segment 10K customers from 500K transactions.
- Performed preprocessing and exploratory analysis to uncover spending patterns, resolving 10% data anomalies.
- Created Matplotlib visualizations to deliver predictive insights, boosting 12% targeted marketing effectiveness.

LEADERSHIP & EXTRACURRICULARS

- SQL (Basic, intermediate, advance) Certification – Hacker Rank (2025)
- Led a 10-member finance team in "Navotkarsh" (annual function), collecting and managing a 2 lakh budget.
- Coordinated technical activities, preparing and presenting event-aligned reports to faculty and peers.