Vanshika Srivastava

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PROFILE

Passionate **Data Analyst** and **AI Enthusiast** with hands-on experience in creating responsive and user friendly dashboards with a focus on design and functionality, Collaborative team player with a strong ability to meet deadlines and consistently deliver highquality solutions

TECHNICAL SKILLS

Languages: Python, C++
Framework/Library: Pandas, **Numpy**, **Seaborn**, Matplotlib, Plotly
Databases: PostgreSQL, **MySQL**
Developer Tools: MS Excel, PowerBI, AWS, Git, GitHub, VS Code, OpenAI API, Copilot
General: Data Structures & Algorithms, OOPs, OS, DBMS

INTERNSHIPS

Beautiful Planet   Jan 2025 – Aug 2025
Digital Marketing Intern   *Remote*

- Conducted marketing research, technical writing, and business analysis
- Skilled in data-driven strategies, competitive research, and content creation to boost brand visibility and optimize campaigns.

Coding Raja   July 2022 – Sept 2022
Web Development Intern   *Remote*

- Built a responsive e-commerce platform using HTML, CSS, and JavaScript, handling real-world user flows such as product search, cart management, and checkout.
- Enhanced user experience through responsive design and efficient performance optimization.

PROJECTS

Superstore-Sales-Analysis ↗ *Python, Machine Learning, Pandas, Numpy, Seaborn, Matplotlib, Scikit-learn*

- Analyzed Superstore data using Python to uncover sales & profit trends.
- Built Logistic Regression (84 % accuracy) and KMeans clustering for profitability prediction & customer segmentation.
- Identified key insights (e.g., high discounts drive losses) to support data-driven decisions.

Netflix-Data-Analysis-Visualization ↗ *Python (Pandas, NumPy, Matplotlib, Seaborn, WordCloud), Jupyter Notebook*

- Performed EDA on 6,000+ Netflix titles using Python to identify content and regional trends.
- Built visual dashboards with Matplotlib & Seaborn to present actionable insights.
- Published a well-documented analysis project on GitHub for portfolio showcase.

EDUCATION

Madan Mohan Malviya University of Technology   Gorakhpur
B.Tech in Computer Science and Engineering | CGPA : 8.04   *Sep 2023 – Present*

AWARDS AND CERTIFICATION

- **Business Analytics with Excel:** View Certificate
- **Data Management Course:** View Certificate
- **SQL Basics Course:** View Certificate
- **Power BI Workshop:** View Certificate