VIDHI SHARMA

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EDUCATION

-Panipat Institute of Engineering and technology   Haryana,India-
-Btech CSE (Artificial Intelligence and Data Science)   August2021 - june2025
-CGPA: 8.03

SKILLS

- **Languages:**   Python , SQL , Flask
- **Frameworks:**   Pandas .Numpy ,Matplotlib ,Scikit-Learn,
- **Tools :**   PowerBI , Excel , Tableau, MySQl
- **Platforms:**   Pycharm , Jupyter Notebook , visual studio , Github
- **Additional Skills:** Statistical modeling, machine learning , data visualization

EXPERIENCE

Machine Learning Intern | Imarticus Learning | July2023-August2023

- Developed an **85.91% accurate** machine learning model for predicting **heart disease risk,** enhancing early detection and preventive healthcare.
- Proficient in data preprocessing, **EDA,** and model evaluation using Python libraries (**Pandas, NumPy, Matplotlib, Seaborn**).

PROJECTS

Shark Tank Analysis

- Used **Python** to clean and preprocess data from **478 startups** participating in Shark Tank (2021-2024), ensuring accuracy and consistency for analysis.
- Conducted in-depth analysis using **SQL**, uncovering key insights such as the highest sales volume in Season 3 and the largest deal amounts in Season 2($17,740.), contributing to strategic decision-making.
- Mapped and analyzed investment patterns of leading Sharks, identifying industry trends and geographical hotspots **(New Delhi, Mumbai, Bangalore)**, enhancing understanding of startup dynamics.

Bakery Data Analysis

- Analyzed a dataset of 20,000 bakery transactions, identifying key patterns and trends such as peak transaction times and popular items.
- Discovered that the afternoon was the most common time for transactions, with 11,500 transactions, and that weekdays saw significantly higher activity (12,807 transactions) compared to weekends.
- Identified top-selling items including coffee, bread, tea, and cake, which were the most favored by customers, driving significant sales volume.
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Retail Sales Analysis (Excel)

- Analyzed purchasing patterns, revealing that female customers exhibited a higher frequency of purchases than male customers, particularly in the 26 and 34-36 age group
- Identified significant seasonal trends, with May showing the highest peak in purchasing activity, while September and January 2024 saw notable declines in comparison to previous periods.
- Performed market segmentation and pricing analysis, uncovering that the Beauty category also had a wide price range of $25 to $500, influencing consumer purchasing decisions.

CERTIFICATES

DATA SCIENCE MASTERS 2.0 PROGRAM | PWSKILLS | SEPTEMBER 2023 - APRIL2024