# Ritika Rawat

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## Summary

A driven candidate with a strong passion for data analysis and visualization, experienced in data handling and decision-making strategies. Previously interned at Fathom Business Services, where data analysis and client outreach were key responsibilities. Proficient in Python, SQL, and machine learning algorithms, aiming to leverage these skills as a Graduate trainee to contribute effectively to the organization.

## Work Experience

**SNVA Ventures**
Noida (On-site)
**Business Analyst Intern**                                                Nov 2024-Dec 2024
- Serving US for providing Hotel accommodations, delivering IT and non-IT trainings for US clients.
- Proposals, documentation, budget planning, strategic solutions for problems addressed by clients.

**Fathom Business Services**
Gujarat (Remote)
Intern                                                                    May 2024-July2024
- Conducted market research and data analysis using Google Trends, leading to improved client outreach strategies
- Supported sales and digital marketing efforts by applying machine learning algorithms, enhancing leadership skills and contributing to increased team performance

**SCJ Entertainments**
Mumbai (Remote)
Junior manager intern                                                     Sep 2023 - Nov 2023
- Managed website, optimized search engines, and improved social media presence using SEO and SMO techniques, resulting in increased online engagement
- Created engaging content and developed social media branding strategies, utilizing SEO and SMO, which enhanced brand visibility and data management efficiency

## Projects

**WOMEN SAFETY INDEX**
- The "Safe Route Recommendation System" aims to enhance women's safety during travel by identifying and suggesting the safest routes based on historical and real-time data, including crime incidents, traffic conditions, lighting, and foot traffic.

**Diabetes Prediction**
- The input data was provided by hospitals, cleaning, transforming, statistical calculations using python libraries, and this model generates valuable insights from the input data, try to predict the chances of diabetes in a human.

**DATA DRIVEN STRATEGIES FOR XYZ SCHOOL**
- XYZ Pre-Primary School was established in 2007. This school was famous for high quality education in pre-primary classes. Now, School has experienced varying enrollment rates over the years. Understanding the underlying factors and addressing the challenges is crucial for sustained growth. This report aims to analyze the enrolment trends and provide actionable strategies to enhance enrolments.

**EGG Quality Rating**
- Egg Quality and Categorization of eggs using a RoboFlow model. This Model identifies the category of eggs like white egg, brown egg, blood stained, dirt stained and calcium deposited egg.

## Skills

**Skills:** Machine Learning Algorithms, Business Analysis Strategies, documentation, proposals, and budget planning.
**Programming Languages:** Python, SQL, JAVA
**Statistics:** Probability
**Data Visualization Tools:** Power BI, Matplotlib, Seaborn, Pandas, Sentiment analysis
**Other tools:** Google Analytics, Google Trends, Excel, Jupyter notebooks, MS Word
**Soft Skills:** Problem solving, Analytical skills, Interpersonal Communication, Team collaboration, Communication.

## Education

**Babu Banarasi Das Northern Indian Institute of Technology, Lucknow**
B. Tech, IT                                                                                          Oct 2021 - Jul 2025
**St. Dominic Savio School, Lalitpur (U.P)**
XII, PCM-CS                                                                                          Jul 2021

## Certifications

**Internship at SCJ Entertainments as Junior Manager Intern (Web development and social media)**
**Internship at SNVA Ventures as Business Analyst Intern.**