

# ANJALI HANSDA

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## DATA ANALYST

Analytical and detail-oriented Data Analyst with working experience in transforming raw data into actionable insights. Proven ability to utilize advanced Excel, SQL, and other analytical tools to develop models, reports, and analyses that drive business decisions. Adept at working in fast-paced, deadline-driven environments and committed to improving productivity through data-driven solutions.

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## INTERNSHIP

### Unified Mentor

#### ● Data Scientist

June-July 2024

Built a model to predict ad click-through rates, achieving 88% accuracy. Applied feature engineering, and parameter tuning to enhance model performance.

#### ● Data Analyst

May-June 2024

Built dashboards and KPIs to track business performance and drive strategic decisions, prepared report to share the visualizations and insights with stakeholders.

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## STRENGTHS AND EXPERTISE

**Programming Language:** Python

**Libraries:** pandas, NumPy, matplotlib, seaborn, Machine Learning Libraries

**Database Query Language:** MS SQL Server, MySQL

**BI Tool:** Power BI (Data Modeling, DAX), Tableau

**Microsoft Office:** MS Excel (Advanced formulas, PivotTables, Data Visualization), MS PowerPoint

**ETL Tools:** AWS Glue

**Soft Skills:** Data Storytelling, Communication skills, Analytical skills, Problem-solving, Presentation skills.

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## PROJECTS

### Retail Sales Timeseries Analysis

- Performed ETL with Python, time series analysis with SQL, and used Excel and PowerPoint to deliver trends, seasonality, and strategic recommendations for a startup's U.S. market entry.

### Car Sales Dashboard

- Created a car sales dashboard in Power BI using advanced DAX functions and used Power Query for data transformation.

### Customer Segmentation for Marketing Efforts

- Utilized SQL for RFM Analysis to identify target audiences, created Excel visualizations and PowerPoint presentation for effective communication.
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## CERTIFICATIONS

- Google Data Analytics Specialization
  - IBM Data Analysis with Python
  - UC Davis SQL for Data Science Specialization
  - Macquarie University Excel for Business Specialization
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## EDUCATION

**BSc. in Transport Technology, National Rail and Transportation Institute** August 2019-July 2022

Relevant Courses: Data Analysis with R, Programming with Python, Mathematical Modeling in Excel, Statistics, Economics, Research Design

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## ACHIEVEMENTS

**Social Media Manager, TEDxNRTI**

January 2022-April 2022

**President, Dance Club**

July 2021-May 2022

**Co-founder, Graphic Design Club**

August 2020-June 2021