

ANJALI HANSDA

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[LinkedIn](#) · [GitHub](#) · [Website](#)

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.

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

TECHNICAL SKILLS

Programming & Querying: Python (pandas, NumPy, matplotlib, seaborn, Machine Learning Libraries), SQL Server, MySQL

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

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

ETL Tools: AWS Glue, Power Query

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

INTERNSHIP PROJECTS

Oasis Infobyte Internship

December 2024-January 2025

- Developed an interactive **Tableau dashboard** to analyze Android app market trends, visualizing installs, market share, and category rankings to **identify growth opportunities**.
- Created **scatterplots, heatmaps, and word clouds** to examine app size, ratings, and user sentiment, providing **insights for feature optimization** during stakeholder presentations.
- Designed dashboard features, including dynamic filters (category, app type, content rating) and competitor performance analysis, **enabling downloadable reports** for stakeholder decision-making and strategic market positioning.

CodTech Internship

January 2025-February 2025

- Conducted **4P Marketing Mix analysis using Python** libraries to **optimize customer acquisition** in marketing campaign.
- Applied hypothesis testing** (Mann-Whitney U, Chi-square) to evaluate 4P strategies, **enabling prioritized marketing campaigns** with robust statistical insights
- Cleaned and transformed data** by imputing missing values and creating derived variables to enable robust analysis
- Recommended targeting strategies based on customer behavior to **enhance campaign effectiveness** and drive growth.

PROJECT EXPERIENCE

E-Commerce Business Expansion Analytics

- Performed **RFM-based customer segmentation** using **SQL** to **identifying high-value segments** for targeted marketing.
- Developed **Tableau visualizations** of sales trends and product performance, **enabling optimized inventory decisions**.
- Proposed retention strategies**, including loyalty programs and re-engagement tactics, to **improve repeat purchases**.
- Analyzed underperforming products and markets, **driving strategic stock adjustments** to enhance profitability.

Funnel Analysis for Ride Sharing App

- Created an interactive **Tableau dashboard** to track user behavior across key funnel stages (app download to review submission), identifying drop-off points to **optimize user conversion**.
- Utilized **SQL** to **prepare data and analyze** demographic and platform-based trends, **enhancing user retention strategies**.
- Assessed** ride-related wait times, contributing to recommendations for **improving operational efficiency**.
- Delivered insights** to stakeholders, supporting **data-driven enhancements to the user experience**.

CERTIFICATIONS

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

LEADERSHIP EXPERIENCE

Social Media Manager, TEDxNRTI

August 2021-April 2022

President, Dance Club

July 2021-May 2022

Co-founder, Graphic Design Club

August 2020-June 2021