ANJALI HANSDA

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LinkedIn · GitHub · Website

Data Analyst with experience analyzing varied datasets to uncover insights in user behavior, product trends, and customer value. Proficient in SQL, Excel, and Python to developed models, reports, and dashboards that enable clear business decisions. Mastered skills through personal projects and structured learning, with a emphasis on clarity, context, and practical use. Eager to contribute to teams where data drives real outcomes and foster ongoing learning.

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: Trend Recognition, Insight Communication, Visual Clarity, Stakeholder Alignment, Concise Reporting

INTERNSHIP PROJECTS

Data Analyst | CodTech Internship | *Jan 2025 - Feb 2025*

- **Executed 4P Marketing Mix analysis** and **hypothesis testing (Mann-Whitney U, Chi-square) using Python** to **optimize customer acquisition** and **prioritize marketing campaigns** with robust statistical insights
- **Cleaned and transformed 20K+ data** by imputing missing values and creating derived variables to enable robust analysis
- **Recommended** resource-efficient **targeting strategies** based on customer behavior, focusing on **25.5% of customers with high-response behaviors**, projecting an **11% increase in campaign response rate**, estimated using industry benchmarks.

Data Analyst |Oasis Infobyte Internship | *Dec 2024 - Jan 2025*

- **Built a Tableau dashboard** to analyze trends across **10,000+ Android apps**, mapping installs, market share, and category rankings to **uncover key growth opportunities**.
- **Generated scatterplots, heatmaps, and word clouds** to examine app size, ratings, and user sentiment by **analyzing 370K+ reviews**, delivering **feature optimization insights** during stakeholder presentations.
- **Implemented dashboard features**, including filters (category, app type, content rating) and competitor performance analysis, **tracking over 20 key metrics**, **enabling downloadable reports** for stakeholder strategic market positioning.

PROJECT EXPERIENCE

E-Commerce Business Expansion Analytics

- **Conducted RFM-based segmentation** using **SQL**, identified high-value users driving **40% of revenue** for targeted marketing.
- **Visualized** sales trends and product performance using **Tableau** on **380K+ transactions**, **enabling inventory optimization**.
- **Proposed data-backed retention strategies** (loyalty programs, re-targeting, subscriptions) projecting **a 6.6% revenue increase** and **13.4% transaction growth,** grounded in industry norms.
- Analyzed over **2.8K products** and **38 markets**, **driving strategic stock adjustments** to enhance profitability.

Funnel Analysis for Ride Sharing App

- **Designed a Tableau dashboard** to track user behavior across key funnel stages (from app download to review submission), **pinpointed a critical drop-off point where 50% of users exited**, providing actionable insights to **improve user conversion**.
- **Engineered SQL workflows to join and transform 120K+ rows** across three tables, uncovered demographic and platform trends to **enhance user retention strategies.**
- **Evaluated** over **10 ride-related wait time metric**, driving strategic recommendations for **improving operational efficiency**.

CERTIFICATIONS

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

EDUCATION

BSc. in Transport Technology, National Rail and Transportation Institute | *Aug 2019 - Jul 2022*
Relevant Courses: Data Analysis with R, Programming with Python, Mathematical Modeling in Excel, Statistics, Economics, Research Design

LEADERSHIP EXPERIENCE

Social Media Manager| TEDxNRTI | *Aug 2021 - Apr 2022*
President | Dance Club | *Jul 2021 - May 2022*
Co-founder | Graphic Design Club | *Aug 2020 - Jun 2021*