

Computer Science graduate specializing in data analytics, business intelligence, and machine learning. Skilled in Python, SQL, Power BI, Excel, and DAX for data cleaning, EDA, visualization, and predictive modeling. Experienced in building interactive dashboards and delivering actionable insights that support data-driven decision-making. Strong analytical thinker with attention to detail, problem-solving abilities, and the capability to communicate complex findings clearly to diverse audiences.

SKILLS

Languages	Python & MYSQL
Tools	vscode, jupyter, power bi & excel
DS & Analytics	DAX, data visualization, advance excel, EDA, pre-processing, numpy, pandas and matplotlib.
AI Technologies	OPEN AI and ML.

TECHNICAL EXPERIENCE

INTERN / Qualitative & Quantitative Insights Externship

Beats by Dre & Extern

08 2025 — Present

Remote

- Understood the key difference between customer (buyer) and consumer (user) in business strategy.
- Learned how to extract and apply consumer insights to improve product positioning and marketing.
- Designed an “Ideal Consumer List” for Beats by Dre, segmenting audiences by demographics and psychographics.
- Created a Customer Journey Map outlining stages, touch points, and customer emotions from awareness to loyalty.
- Applied the AIDA framework (Attention, Interest, Desire, Action) to analyze Beats by Dre’s consumer journey.
- Built a detailed AIDA-based Customer Journey Map summarizing customer actions, thoughts, feelings, and brand touch points.
- Will be working on qualitative & quantitative sentiment analysis using Python and AI tools to decode consumer emotions and market trends.

INTERN / Agricultural Analysis

MENTORNESS

03 2024 — 04 2024

Remote

- Conducted a comprehensive data-driven study on Indian agriculture, analyzing 10,000+ multi-state and multi-year records to uncover seasonal and regional crop performance trends.
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