



# Benecia Crasta

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Andheri, Mumbai – 400059.

## Education

<b>BACHELOR OF SCIENCE, COMPUTER SCIENCE</b> – Bhavan's College – Andheri West Score: 9.61 CGPA	<b>May 2024</b>
<b>STD 12<sup>TH</sup> (HSC)</b> – Nirmala Memorial Foundation College of Commerce & Science – Kandivali Score: 93 %	<b>May 2021</b>
<b>STD 10<sup>TH</sup> (SSC)</b> – Divine Child High School & Junior College – Chakala, Andheri East Score: 88.8 %	<b>April 2019</b>

## Achievements

- Class Representative for 3 consecutive years.
- Student manager at DLLE (Dept. of Lifelong Learning and Extension).
- Assistant Contingent Leader (ACL).
- Ranked second in class with a CGPA of 9.61/10.

## Skills

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| <ul style="list-style-type: none"><li>• Python, Java, R programming</li><li>• SQL, MongoDB</li><li>• Microsoft Excel, Word, PowerPoint</li><li>• Data visualization tools – Tableau, Power BI</li><li>• Attention to detail</li><li>• Problem-solving and analytical skills</li><li>• Project management, agile, scrum, SDLC</li><li>• Project management tools</li><li>• Documentation and UML diagrams</li></ul> | <ul style="list-style-type: none"><li>• Organizational and interpersonal skills</li><li>• Communication, team collaboration</li><li>• Risk assessment</li><li>• Business analytics and management</li><li>• Willingness to learn</li><li>• Time management</li><li>• Stakeholder analysis/management</li><li>• Presentation skills</li></ul> |
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## Projects

<b>DATA ANALYSIS MINI-PROJECTS</b> <ul style="list-style-type: none"><li>• Data cleaning and exploratory data analysis in MySQL Workbench.</li><li>• Using Microsoft Excel to clean data and create interactive dashboards.</li><li>• Data visualization and creating visually appealing dashboard using Tableau.</li><li>• Leveraging knowledge of power query, DAX, drill down, bins &amp; lists, etc to create dashboards in Power BI.</li></ul>	<b>May 2024</b>
<b>WEB SCRAPING AND XML PARSING</b> <ul style="list-style-type: none"><li>• Using requests and BeautifulSoup to extract and parse the HTML content.</li><li>• Loading RSS feed into XML and parsing it using ElementTree, saving a few fields to CSV.</li></ul>	<b>April 2024</b>

## PROBLEM-SOLVING TECHNIQUES

March 2024

- Utilized various diagrams, charts and tools to efficiently and strategically solve problems at hand.
- SWOT analysis, Cause & effect diagram (fishbone), google-storming, cost-benefit analysis, pareto analysis.

## E-COMMERCE PRODUCT CATEGORIZATION USING PYTHON

Feb 2024

- This is a machine learning and predictive analysis model to categorize various products automatically.
- Preprocesses textual data, trains the LSTM model and deploys them as an API.

## PROJECT MANAGEMENT DOCUMENTATION

Jan 2024

- Learned and created various PJM documentation used during the project life-cycle.
- Project charter, project schedule, project budget, RACI chart, Gantt chart, ROAM analysis, Work Breakdown Structure (WBS), risk logs, lessons learned, SMART goals, OKRs, user stories.

## Work Experience

### MARKET RESEARCH ANALYST – Accrescent Digital Marketing Agency

Sept 2023 – Dec 2023

- Conducted research on services offered by competing digital marketing agencies in the States.
- Utilized Excel to organize, analyze, and interpret data.
- Prepared reports and presentations.
- Continuously monitored industry trends and competitor activities to keep the agency informed.

### WEB DEVELOPER – Jai HR Consultancy Services

May 2023 – June 2023

- Designed visually appealing website using Figma.
- Developed the same using JavaScript, PHP, jQuery, Bootstrap, HTML5, CSS.
- Uploading files on FTP server using FileZilla.

### HUMAN RESOURCES (HR) INTERN – Tech Analogy Educational Services

June 2022 – Sept 2022

- Interviewing interns applying in various other departments of the company.
- Calling and updating the spreadsheets.

## Certifications

- Business Intelligence Analyst course from Udemy.

May 2024

- Problem-solving techniques course from Udemy.

April 2024

- Google Project Management Professional Certification Program from Coursera.

February 2024

- Foundations of Project Management
- Project Initiation: Starting a Successful Project
- Project Planning: Putting It All Together
- Project Execution: Running the Project
- Agile Project Management
- Capstone: Applying Project Management in the Real World

- ChatGPT and AI tools workshop.

November 2023

- Advanced Human Resource Management course from InternShala.

April 2022

## Language Proficiency

ENGLISH – Advanced

HINDI – Advanced

KONKANI – Intermediate