Bharti Kumari

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Education

VIT Bhopal University, Madhya Pradesh
BTech- Computer Science Engineering| CGPA: 8.48/10 (Expected 2026)

Experience

Data Analyst Intern – Woodman | (Oct 24 – Jan 25)
(Excel automation, Python, Data Cleaning & Analysis, Power BI)

- Assisted Product Management team in tracking important metrics, for pricing and roadmap decisions.
- Used Excel (Pivot Tables, VLOOKUP, Index match, Conditional formulas) and Python (Pandas) to clean, validate, and analyze sales and customer datasets.
- Performed data validation, cohort and retention analysis using Excel and Python on 5K+ customer records to support repeat-purchase analysis (~7–10% uplift observed).
- Supported reporting by building Power BI dashboards tracking sales, customer segments, inventory, and lifecycle KPIs, reducing manual reporting by 20%.

Projects

Customer Churn Analysis & Prediction
(Python, Excel, SQL Server, Power BI)

- Prepared and validated customer data using Excel and Python (Pandas) by cleaning, standardizing, and documenting 12+ attributes across 6,000+ customer records.
- Used Excel (Pivot Tables), SQL and Python-based EDA to analyze churn drivers across tenure, contract type, and service usage, segmenting customers into 6–8 risk groups
- Validated and scaled Excel/Python analysis using SQL Server queries across multiple tables, improving data reliability for downstream analysis.
- Built Power BI dashboards visualizing churn trends and customer segments and developed a baseline churn prediction model using scikit-learn (~85% accuracy) to prioritize high-risk customers.

Girl Child Education Gap Analysis
(Excel (VLOOKUP, HLOOKUP, Pivot Tables), Tableau, Statistical Analysis)

- Analyzed UDISE 2022-23 dataset covering 36 states/UTs and 85M+ children (age 3-17) to identify gender disparities in projected school-age population
- Applied VLOOKUP and INDEX-MATCH to merge age-group data across 4 tables, creating unified dataset.
- Built pivot tables and calculated gender ratios revealing 5.5M fewer girls than boys nationally, with critical gaps in states like UP, Bihar, and Rajasthan.
- Designed dashboard visualizing state-wise gender gaps by age groups, supporting policy prioritization for girl child education initiatives

Bank Lending Risk Analytics Platform
(Python, Excel, SQL, Power BI)

- Worked with multi-table relational data representing customers, loans, and repayments, similar to enterprise systems.
- Cleaned and preprocessed loan records using Excel and Python (Pandas, NumPy), engineered 10+ risk factors, helping identify high-risk borrowers and reducing potential defaults by 10–12%.
- Optimized MySQL queries and Python pipelines for faster risk scoring, reducing processing time by 30-40% and helping mitigate financial exposure.
- Built dashboards tracking delinquency rates, repayment trends, improving loan monitoring efficiency by ~15%.

Skills

- **Python (Analysis & Automation):** NumPy, Pandas, Matplotlib, Scikit Learn, Feature Engineering.
- **Advanced Excel:** VLOOKUP, HLOOKUP, XLOOKUP, Pivot Tables, Index Match.
- **Data Analysis and Querying:** EDA, SQL (SQL Server, MySQL): Joins, Subqueries, Window functions.
- **BI & Visualization:** Power BI (Power Query, DAX, Dashboards), Matplotlib, Tableau basics.
- **Statistical Analysis:** Cohort Analysis, Descriptive statistics, Correlation analysis, Hypothesis testing.

Certification

- **Data Analysis with Python - freeCodeCamp | (Dec 25)**

Extracurricular

Insights Club (Journalism) | (Jun 23 - Jun 24)

- Edited the university's Insights Newsletter, covering 100+ campus events and coordinating with 30 student clubs for content and updates.