Bharti Kumari

7357244181 | bhartikum08@gmail.com | Github | Linkedin

Education

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

Experience

Business Data Analyst Intern – Woodman | (Oct 24 – Jan 25)
(Analytics & Reporting, Excel, Python(Pandas), SQL, Power BI)

- Worked with CRM and transactional datasets to understand business workflows across sales, customers, and reporting.
- Supported reporting by building Power BI dashboards tracking sales, customer segments, inventory, and lifecycle KPIs, reducing manual reporting by 20%.
- Performed data checks, cohort and retention analysis on 5K+ customers, supporting targeted promotions and a ~7–10% increase in repeat purchases.
- Assisted product and growth teams in tracking important metrics, for pricing and roadmap decisions.

Projects

Customer Churn Analysis & Prediction
(Python(Pandas), Scikit-learn, SQL Server, Power BI)

- Prepared and validated customer data for analysis by cleaning, standardizing, and documenting 15+ attributes.
- Processed 7,500+ customer records in SQL Server, handling null/duplicate values.
- Analysed customer attributes to identify churn drivers across tenure, contract type, and service usage using exploratory and segmentation analysis.
- Built a prediction model using scikit learn to identify high-risk customers (85% accuracy), supporting retention-focused analysis.
- Built dashboards visualising churn trends and customer segments, supporting targeted retention strategies.

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

- Analysed 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 visualising state-wise gender gaps by age groups, supporting policy prioritization for girl child education initiatives

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

- Worked with multi-table relational data representing customers, loans, and repayments, similar to enterprise systems.
- Cleaned and preprocessed loan records with Pandas, NumPy and Excel, engineered 10+ risk factors, helping identify high-risk borrowers and reducing potential defaults by 10–12%.
- Optimised 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, and credit utilisation, improving loan monitoring efficiency by ~15%.

Skills

- **Advanced Excel:** VLOOKUP, HLOOKUP, conditional formulas (IF, SUMIF, COUNTIF), Pivot Tables.
- **Programming & Tools:** Python (Numpy, Pandas, Matplotlib), Jupyter Notebook, Git.
- **Data Analysis and Databases:** EDA, SQL (SQL Server, MySQL): Joins, Subqueries, Window functions.
- **BI & Visualisation:** Power BI (dashboards, DAX), 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.