Bharti Kumari

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Summary

I work at the intersection of data, coding, product strategy, GTM, and business ops—sorting through messy inputs, mixed signals, and half-baked assumptions until the direction becomes obvious. I track how customers behave, how markets shift, and how teams actually operate, then map it into decisions that won't collapse on contact with reality.

Experience

Business Data Analyst Intern – Woodman Electronics | (Oct 24 – Jan 25)

(Power BI, Power Query, Market Research, GTM)

- Analyzed 10K+ sales and customer records to uncover revenue drivers and market demand patterns that informed GTM planning and product opportunity areas.
- Built KPI dashboards across sales, segmentation, and inventory, improving visibility into key product metrics and reducing reporting effort by 20%.
- Ran cohort & retention analysis on 5K+ customers, driving a ~7% uplift in repeat purchases.
- Worked with product and growth teams to deliver insights and support roadmap alignment, pricing decisions, and targeted customer initiatives.

Content Editor – Acadbuddy | (March 23 – Jun 23)

(SEO Optimisation, Notion, User Insights)

- Wrote and optimized website content that boosted organic traffic by 35% and pushed key topics into the top search results.
- Worked with development and social media team to increase on-page engagement by 25% while managing a consistent content pipeline in Notion with design and ops.
- Streamlined content workflows, reducing turnaround time by 30% without sacrificing accuracy or consistency.

Projects

Lead Research & GTM Insights Automation | (Sep 25)

(Clay, Zapier AI, OpenAI, Notion)

- Built a small-scale research pipeline to qualify 100+ target companies for early GTM planning and ICP definition.
- Automated enrichment using Clay (firmographics, website text, decision-maker info) and generated product summaries + ICP signals using OpenAI.
- Added Zapier AI as a simple classification step to tag leads into segments (good fit / neutral / low fit) before sending them into Notion.
- Reduced manual research and note-taking effort by ~50%, creating a repeatable system for prioritizing segments and leads.

Customer Churn Prediction & Analysis | (Jan 25)

(Python, Scikit-learn, SQL Server, Power BI)

- Processed and standardized 7,500+ customer records to build a reliable ETL pipeline for churn insights.
- Engineered predictive features to identify behavioural drivers of churn and surface key risk segments.
- Trained a Random Forest model with 85% accuracy that flagged 1,450+ churn-prone customers, supporting data-driven retention strategy.
- Built Power BI dashboards that connected churn patterns to user segments and lifecycle stages, identifying user behaviour and make data driven startegy.

Education

VIT Bhopal University, Madhya Pradesh

BTech- Computer Science Engineering| CGPA: 8.5/10 (Expected May 2026)

Skills

- **Business & GTM**: Market Research, Competitive Benchmarking, User Behaviour Insights
- **SaaS/Product Analytics:** Cohort Analysis, Churn Analysis, KPI Dashboards, Data-driven Strategy, Product Teardowns, Light Automations (Clay, Zapier)
- **Product Skills:** Product Documentation, Requirements Writing, User Insights, Basic Wireframing
- **Data & ML:** Python (Pandas, NumPy, Scikit-learn, PyTorch, NLP), SQL, Feature Engineering
- **BI & Tools:** Power BI, Excel, Power Query, MySQL Workbench, Git, Jupyter Notebook, Jira, Figma, Notion

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.