# BHUMIKA

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## Education

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|---|---|
| **Masters in Computer Application [AIML]** | **Aug 2022 - Jun 2024** |
| Chandigarh University, Kharar, Punjab **|** CGPA: 7.98 | |

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| **Bachelors of Computer Application [BCA]** | **Aug 2019 - Jul 2022** |
| Arya PG College, Panipat **|** Kurukshetra University **|**Score: 87.4% | |

## Relevant Coursework

- Data Visualization
- Data Wrangling
- Data Manipulation
- Business Insights
- Data Mining
- Data Reports
- Dashboard
- Data Storytelling

## Experience

**Cognifyz Technologies – Data Analyst Intern**                                          **Jul 2024 – Aug 2024**

- Conducted data analysis using python libraries to determine top cuisines, revealing that **40%** of restaurants serve these, which enhanced targeted marketing strategies.
- Identified key cities with the highest restaurant count, discovering City X with an average rating of **4.2**, thereby informing location-based marketing decisions.
- Developed visualizations for price ranges, finding that **30%** of restaurants fall in the moderate range, thus aiding strategic pricing decisions.

## Projects

**Metro Route Operations Optimization [**Python | Matplotlib | ML] - Live Dashboard                **Mar 2024**

- Utilized **clustering algorithms** to group similar train routes and schedules, reducing passenger wait times by **12%** and improving operational efficiency.
- Performed **geospatial analysis** to identify underserved areas, expanding train stop coverage by **15%**.
- Leveraged **predictive analytics and time-series forecasting** to analyse historical data and forecast train demand, resulting in a **10%** reduction in operational costs.

**YouTube Data Collection and Analysis [** Python | SQL | ML | API] - Live Dashboard                **Jul 2023**

- Led the data collection process for over 5,000 videos using the YouTube API, streamlining **ETL**(Extract Transform and Load) operations via Python and SQL, which **reduced processing time by 20%**.
- Developed Power BI dashboards to visualize KPIs like viewership trends and audience engagement, **increasing viewer retention by 15%** through data-driven content strategy optimization.
- Optimized video performance analytics by refining SQL queries and data models, **boosting ad revenue by 12%** for targeted videos.

**Revenue insights in hospitality domain** [Power BI | Excel] - Live Dashboard                **Oct 2022**

- **Grands Company** noticed a loss in their market share and revenue over a **few** months. To understand the cause of this loss, created a dashboard in **Power BI** using **3** months of data.
- Empowered the Revenue team at **Grands Company** to make informed decisions, anticipated to help regain **20%** of revenue and market share in the next month.

## Skills

- **Languages:**  C++**,** Java**,** Python, SQL
- **Technologies/Frameworks:** Statistics, Machine Learning, Pytorch, Keras, NumPy, Deep Learning, GitHub Reinforcement Learning, NLP
- **Analytical Tools:** Advance Excel, Tableau, Power BI and Power Point, Google Analytics
- **Other Skills:** Professional Communication, Analytics Skills

## Certifications

- **Accenture North America | Data Analytics and Visualization** | Forage – View Credential
- **SQL (Advanced)** | Hacker Rank – View Credential
- **Power BI** | PWC Switzerland | Forage  – View Credential
- **Data Analytics Essentials** | Cisco Networking Academy  – View Credential