SNEHA MUKHERJEE

M.Sc in Rural Development & Management

@ mukherjeesneha777@gmail.com
☎ (+91)8420685070 📍 32 A/N G.T ROAD, HOOGHLY, WEST BENGAL, 712203 in https://www.linkedin.com/in/sneha-mukherjee-b266a4293/
🎧 https://github.com/Sneha-Mukherjee284

A highly motivated master's graduate with expertise in research, data analysis, and policy drafting. Skilled in development, vocational training, and social impact sectors. Adept at team management and delivering strategic insights. Ready to drive business growth as a Project Consultant - Business Analyst - Data Analyst - Project Coordinator.

PROJECT WORK

Movie/Show Rating and Trend Analysis for Netflix

SQL | PYTHON | Data Analysis

📅 01/2025 - 04/2025

- Using SQL queries to extract top and bottom-performing movies/shows based on IMDB scores.
- Conducting decade-wise distribution analysis to explore content trends from the 1940s to 2020s.
- Investigating the impact of age-certifications on viewer ratings and content distribution.
- Identifying the most common genres in Netflix's library, including multi-genre combinations.
- Providing insights into improving content recommendations, focusing on high-rated genres like comedy, drama, and documentation.
- Analyzing the relationship between age-certifications and IMDB ratings, highlighting the positive reception of TV-14 content.

HR Analytics Dashboard Project

Power BI

📅 01/2025 - 04/2025

- Built an interactive Power BI dashboard to analyze employee attrition based on HR analytics data.
- Focused on identifying attrition trends related to age, education, salary slabs, years at the company, and job roles.
- Designed and implemented key KPIs including Attrition Rate, Average Age, Average Salary, and Total Employees.
- Integrated interactive slicers for filtering data by department and gender.
- Analyzed data to uncover key insights, such as higher attrition in employees aged 26–35 and lower salary brackets.
- Provided actionable insights to HR for developing employee retention strategies.

AGRICULTURAL COMMODITY MARKET ANALYSIS IN INDIA

Power BI| SQL | PYTHON

📅 01/04/2025-09/05/2025

- Developed an interactive Power BI dashboard to provide data-driven insights into the agricultural sector in India.
- Tracked key performance indicators (KPIs) including a primary Commodity Count Count of Districts , and Count of Varieties.
- Visualized the distribution of records across the top 10 commodities using a bar chart.
- Presented detailed information on various commodities, including market prices (minimum, maximum, and modal price) across different mandis and varieties in a tabular format.
- Analyzed the distribution of different agricultural product varieties and their counts.
- Connected MySQL Workbench to validate the queries and data reflected in the Power BI dashboard for accuracy and consistency.

TECHNICAL SKILLS

Advanced Excel   SQL   Power BI   SPSS   Basic Python

CERTIFICATION

- IBM Certificate – Databases and SQL for Data Science
- HackerRank Certificate – SQL (Basic) Certificate
- Microsoft - Data Modeling in Power BI
- Edureka- Data Storytelling with Power BI.

KEY ACHIEVEMENTS

- **Top Performer Award**: Achieving Top Performer Award for ranking 13th in Higher Secondary in West Bengal/Howrah District.

VOLUNTEERING

- Volunteering National Service Scheme (Community Engagement)

EDUCATION

M.Sc in Rural Development and Management

Ramakrishna Mission Vivekananda Educational and Research institute , Ranchi

📅 August 2023 – present   CGPA: 9.69   📍 Ranchi, Jharkhand

B.Sc. - Geography Honours

Presidency University

📅 july2018 -july 2021   CGPA:7.77   📍 Kolkata

Higher Secondary

Serampore Girls' High School

📅 May 2018   95.6%   📍 Hooghly, WB

Secondary

Serampore Girls' High School

📅 May 2016   88.9%   📍 Hooghly, WB

EXPERTISE

Project Management   Decision Making   Data Visualization   Presentation   Data analysis & reporting   Data Entry   Microsoft Word   Leadership   Problem solving

EXPERIENCE

Fundraising Intern

Muskuraahat Foundation

📅 01/2023-02/2023   📍 India

Non-profit organization focused on social initiatives.

- Helped organize fundraising events.
- Conducted research to identify potential donors.
- Crafted personalized outreach emails.
- Created and scheduled social media posts.
- Performed data entry and analysis.

Summer Internship

Karuna Shechen

📅 04/2024 - 05/2024   📍 India

Organization focused on humanitarian aid and development.

- Conducted needs assessment to identify food-insecure populations.
- Developed targeted interventions for food security.
- Supported sustainable agriculture initiatives.
- Analyzed policies impacting food security.
- Conducted market research for economic growth.

Human Resource Intern

Marpu Foundation

📅 10/2024 - 11/2024   📍 India

Non-profit foundation focusing on social change.

- Developed content for social media and internal communications.
- Collaborated with HR on employee engagement activities.
- Provided insights for HR initiatives and policies.
- Ensured alignment with vocational training goals.

Project Intern

DRISHTEE, Sustainable Communities

📅 06/2024 - 07/2024   📍 India

Organization working for sustainable rural development.

- Classified rural products into effective marketing categories.
- Conducted market research for target audiences.
- Developed branding and packaging strategies.

LANGUAGES

- **Bengali**: Native
- **English**: Proficient (Fluent in speaking, reading, and writing)
- **Hindi**: Proficient (Fluent in speaking, reading, and writing)