

Skills

- SQL (MySQL)
- Excel (Lookup, Conditional formatting, Pivot Tables)
- Tableau
- Microsoft Power BI

Projects

DATA CLEANING PROJECT - [here](#)

- Executed data cleaning processes using MySQL, including removing duplicates and standardizing categorical values to enhance data quality.
- Corrected inconsistent data formats across date and numerical fields, ensuring accurate data representation for analysis.
- Identified and addressed missing values and eliminated unnecessary columns/rows to improve data integrity and usability for future reporting.

INSTAGRAM USER ANALYTICS PROJECT - [here](#)

- Analyzed user engagement and interactions with the Instagram app using MySQL Workbench to extract actionable insights, leading to improved user retention and growth strategies.
- Generated actionable recommendations for cross-functional teams, enhancing marketing campaigns and feature development, which contributed to a measurable increase in user engagement and retention.
- Identified user behaviour trends, enabling data-driven decision-making that enhanced user experience, ultimately positioning the product team to adapt to user needs effectively and improve overall satisfaction.

CUSTOMER EXPERIENCE ANALYTICS PROJECT - [here](#)

- Analyzed inbound call data from a 23-day dataset for ABC Insurance Company, focusing on metrics such as average call duration and call volume trends to identify areas for operational improvement.
- Visualized call volume using charts to illustrate patterns over time, facilitating data-driven decision-making for resource allocation and enhancing customer support strategies.
- Developed manpower plans to optimize agent allocation during peak hours, aiming to reduce the abandoned call rate from 30% to 10%, thereby improving customer satisfaction and operational efficiency.

Certifications

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| • Data Analyst Specialization
Trainity | 2024 |
| • Live Project Certificate in Data Analysis
Trainity | 2024 |
| • Virtual Internship Certificate
Trainity | 2024 |

Education

- **Master of Science (M.Sc.) in Zoology**
University of Delhi
- **Bachelor of Science (Hons.) in Zoology**
University of Delhi