

# Divya Agarwal

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[linkedin.com/in/divyaagarwal9082/](https://www.linkedin.com/in/divyaagarwal9082/) | [github.com/divy-1909](https://github.com/divy-1909)

## ABOUT ME

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Data-driven Data Analyst skilled in Power BI, SQL, Python, and Excel, transforming data into actionable insights to enhance business performance, decision-making, and strategy optimization

## EDUCATION

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### Vellore Institute of Technology

*Bachelor of Technology in Computer Science with Specialization in AIML, CGPA:8.46*

Bhopal, India

August 2021 – May 2025

### S.D Vidya Mandir

*High School, Percentage: 91.4%*

Haryana, India

March 2019 - June 2020

### S.D Vidya Mandir

*Matriculation, Percentage: 90%*

Haryana, India

April 2017 - May 2018

## TECHNICAL SKILLS

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Python, C++, Data Analysis, Data Visualization, Power BI, Advance Excel, MySQL

## EXTERNSHIP

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### SMARTINTERNZ AIML Externship | Aug 2023 – Nov 2023

- Collaborated as a Data Analyst to develop a market segmentation solution for McDonald's consumer dataset.
- Used K-means clustering and Latent Class Analysis (LCA) to identify 4 distinct consumer segments.
- Applied Principal Component Analysis (PCA) for dimensionality reduction, improving model performance by 25%.
- Applied statistical methods like logistic regression to predict segment memberships and validate models, aiding data-driven marketing strategies.

## PROJECTS

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### Hospitality Analytics Dashboard | Technology: Power BI

Jan 2025

- Developed a Power BI dashboard for AtliQ Grands to analyze hotel bookings, occupancy rates, and revenue trends.
- Resolved inconsistencies in hotel booking and revenue data, ensuring accurate insights for occupancy rates, revenue trends, and customer ratings.
- Developed an interactive dashboard, improving data visualization and enabling real-time tracking, reducing manual reporting time by 60%.
- Optimized data structuring, enhancing dashboard performance by 40% and leading to a 10% improvement in booking efficiency through better trend analysis.
- [github.com/divy-1909/Hospitality-Analytics-Dashboard](https://github.com/divy-1909/Hospitality-Analytics-Dashboard)

### Driving Video with Object Tracking | Technology: Python, OpenCV

March 2023 – June 2023

- Developed a system to detect and track objects like vehicles and pedestrians in driving videos using Python and OpenCV.
- Implemented bounding boxes to highlight tracked objects and visualize their movement across frames.
- Optimized video processing for smooth tracking, even at 60 FPS.
- [github.com/divy-1909/Driving-Video-with-Object-Tracking](https://github.com/divy-1909/Driving-Video-with-Object-Tracking)

## CERTIFICATIONS

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- [Google Cloud Digital Leader](#) from Google, Feb 2024.
- [Deloitte Australia Data Analytics Job Simulation on Forage](#) , March 2025.

## EXTRACURRICULAR AND CO-CURRICULAR ACTIVITIES

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- Secured 2nd place in the intra-college Kabaddi competition (2022).
- Actively participated in college events, including tug of war and treasure hunt.
- Achieved a Geeks for Geeks Coding Profile Rank of 88,666.
- LeetCode Global Ranking: 301,757.