

# ANUSHKA RAJ

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## Professional Experience

### Solution Developer, *Tata Technologies*

Jul 2023 – present

- Developed and automated data solutions using **SQL, Python, and C** to enhance system functionality and optimize customer experiences.
- Designed and implemented automated dashboards in **Tableau & Power BI** to monitor **digital acquisition performance, customer journeys, and conversion trends**.
- Conducted in-depth **strategic analysis** by mining digital activity data, **tracking key KPIs** such as customer engagement, retention, and acquisition funnel performance.
- Worked with **large-scale structured and semi-structured data**, ensuring data integrity and preprocessing for analysis.
- Led the development of a **BOM comparison report add-on**, streamlining data analysis and reporting for better decision-making.
- Collaborated with cross-functional teams to define and implement **data-driven insights for digital marketing and customer experience optimization**.

## Skills

### Tools & Software

Python(Numpy, Pandas), SQL, C

### Big Data Technology

Hadoop

### Databases

MySQL, PostgreSQL

### Data Extraction :

ETL,SQL, Hive, Spark, Hadoop Ecosystem

### Data Visualization

Tableau, Power BI, Excel (Pivot Tables, Power Query)

### Data Analysis & Statistics

Exploratory Data Analysis (EDA), Data Cleaning

## Projects

### Banking Performance Dashboard (Tableau, SQL, Hive)

- Developed and maintained interactive dashboards to track banking performance, customer behavior, and market trends.
- Utilized **SQL and Hive** to extract and manipulate large datasets from banking databases.
- Collaborated with cross-functional teams to define **KPIs** and provide data-driven insights.

### Virtual Assistant - RIRI, [Python] [🔗](#)

- Developed a voice assistant application capable of performing various tasks such as playing music and providing real-time information.
- Integrated **OpenAI API**, **SpeechRecognition**, and **pyttsx3** for natural language processing and automation.

### Big Data Processing with Spark & Hive

- Worked with large datasets in a distributed computing environment using **Hive and Spark**.
- Performed data transformations and analysis to derive key insights for business decisions.

### Hotel-Analysis, [Power BI, Excel] [🔗](#)

- This project is created with the purpose to help revenue management team to provide them with insights from their historical data using **Power BI** to make an interactive dashboard.

## Education

### B.Tech- Computer Engineering,

Bharati Vidyapeeth College of Engineering  
(CGPA - 8.66)

Aug 2019 – Jun 2023 | Pune, India