Sneha Kapoor

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Summary

Data-driven analyst with expertise in Python, SQL, and visualization tools. Passionate about transforming raw data into actionable insights to drive business decisions. Seeking a Data Analyst position to leverage my analytical skills and technical knowledge.

Skills

- **Programming Languages:** Python, SQL, R (basic)

- **Data Analysis Libraries:** Pandas, NumPy, SciPy, Matplotlib, Seaborn

- **BI Tools:** Tableau, Power BI, Excel (advanced)

- **Databases:** MySQL, PostgreSQL, MongoDB (basic)

- **Other:** Data Cleaning, ETL Processes, Statistical Analysis, A/B Testing

Education

Master of Science in Data Analytics
Data Science Institute, Bangalore
Graduated: December 2023
GPA: 3.9/4.0

Bachelor of Science in Statistics
National University, Chennai
Graduated: May 2021
GPA: 3.7/4.0

Projects

Retail Sales Analysis | [Link to GitHub](#)

- Analyzed 3 years of sales data for a retail chain with Python and Pandas

- Created interactive Tableau dashboards to visualize sales trends and KPIs

- Implemented customer segmentation using RFM analysis

- Identified opportunities that increased quarterly sales by 12%

Customer Churn Prediction | [Link to GitHub](#)

- Analyzed telecom customer data to identify churn risk factors

- Built predictive models using logistic regression and random forest

- Created Python scripts to automate data cleaning and preparation

- Developed a Power BI dashboard to monitor churn metrics in real-time

Market Basket Analysis | [Link to GitHub](#)

- Performed association rule mining on e-commerce transaction data

- Used Apriori algorithm to identify product affinities

- Generated recommendations for product placement and bundling

- Created visualizations to communicate findings to non-technical stakeholders

Experience

Data Analyst Intern | Market Insights Inc.
May 2023 - November 2023

- Automated weekly reporting using Python and SQL scripts, saving 10+ hours weekly

- Created and maintained Tableau dashboards for executive team

- Performed cohort analysis to understand customer retention patterns

- Collaborated with marketing team to optimize campaign performance

Research Assistant | University Data Lab
January 2022 - April 2023

- Assisted professors with data collection and analysis for research projects

- Cleaned and normalized datasets using Python and SQL

- Created visualizations and statistical summaries for research publications

- Conducted literature reviews on data analysis methodologies

Certifications

- Google Data Analytics Professional Certificate (2023)

- Tableau Desktop Specialist (2022)

- SQL for Data Science, UC Davis (Coursera, 2022)