

GREESHMA H

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🌐 GitHub: github.com/greeshma | 🌐 Portfolio: greeshma-portfolio.com

PROFESSIONAL SUMMARY

Data Analyst with expertise in SQL, Python, Power BI, and Tableau for data-driven decision-making. Passionate about extracting insights, optimizing business strategies, and visualizing data trends. Experience in data cleaning, exploratory data analysis (EDA), predictive modeling, and dashboard development. Strong background in AI/ML and Full-Stack Development, offering a unique combination of analytical and technical skills. Proven ability to translate complex data into actionable business insights.

SKILLS & TOOLS

Data Analytics & Visualization

- ✓ SQL (MySQL, PostgreSQL, BigQuery) – Queries, Joins, CTEs, Window Functions
- ✓ Power BI & Tableau – Dashboards, KPI Reports, Data Storytelling
- ✓ Excel & Google Sheets – Pivot Tables, VLOOKUP, Macros

Programming & Machine Learning

- ✓ Python (pandas, NumPy, matplotlib, seaborn, scikit-learn)
- ✓ ETL & Data Processing: Data Cleaning, Transformation, Feature Engineering
- ✓ Statistical Analysis: Hypothesis Testing, A/B Testing, Regression Models

Business Intelligence & Cloud Tools

- ✓ Google Analytics, Looker Studio, AWS, GCP (BigQuery)
- ✓ Version Control: Git, GitHub

EDUCATION

Bachelor of Computer Science | University of Calicut (2014 - 2017)

AI/ML & Data Analytics Certification | ICT Academy of Kerala (2024)

PROJECTS

Sales Revenue Analysis (SQL, Power BI, Tableau)

- 📊 Extracted and cleaned 100,000+ sales records from a retail dataset

- 📌 Used SQL queries (Joins, Window Functions) to analyze revenue trends, customer behavior, and high-performing products
- 📌 Built an interactive Power BI dashboard visualizing sales KPIs, seasonal trends, and regional revenue impact
- 📌 Impact: Identified sales growth opportunities, leading to a 5% revenue boost

Customer Churn Prediction (Python, SQL, Tableau)

- 📌 Processed telecom customer data using pandas & NumPy
- 📌 Applied Logistic Regression & Random Forest to predict churn probability
- 📌 Designed a Tableau dashboard highlighting churn risk factors & customer segmentation
- 📌 Impact: Provided actionable recommendations to reduce churn by 15%

Marketing Campaign Analytics (SQL, Excel, Power BI)

- 📌 Analyzed email & social media marketing data using SQL & Excel
- 📌 Created an A/B testing framework to evaluate campaign effectiveness
- 📌 Built Power BI visualizations comparing conversion rates, engagement metrics, and ROI
- 📌 Impact: Helped optimize digital marketing strategies, improving campaign ROI by 10%

WORK EXPERIENCE

Virtual Data Science Internship | ICT Academy of Kerala (Jan 2024 – Present)

- ✓ Worked on real-world data analytics problems involving SQL, Python, and Tableau
- ✓ Developed EDA reports and BI dashboards to present insights
- ✓ Improved proficiency in business case analysis & stakeholder reporting

Teacher & IT Coordinator | Rajarajeswara College (July 2018 – Dec 2021)

- ✓ Conducted computer science training sessions, teaching data analytics fundamentals
- ✓ Managed technical infrastructure and facilitated data-driven decision-making

CERTIFICATIONS

- ✓ Google Data Analytics Certification (Coursera) (In Progress)
- ✓ AI & Machine Learning Certification - ICT Academy of Kerala (2024)
- ✓ Python for Data Science - Unstop
- ✓ Power BI & Tableau for Business Analytics - Udemy (Recommended to complete & add)

LANGUAGES

- ✓English: Proficient
- ✓Hindi: Proficient
- ✓Malayalam: Native