

Madhusudan Mahato

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EDUCATION

Netaji Subhas University	Jamshedpur, Ind
Master of Computer Applications - MCA	2022 – 2024
Institute of Computer Studies	Bokaro, Ind
Advance Diploma in Computer Application - ADCA	2021 - 2022
Binod Bihari Mahto Koyalanchal University	Dhanbad, Ind
Bachelor of Science - B.Sc.	2017 – 2020

SKILLS

Technical: SQL, Python, Data Visualization, Power BI, DAX

Tools/Library: Excel, Google Sheets, NumPy, Pandas, Git & GitHub

Productivity Tools: PowerPoint, Microsoft Office, ChatGPT, Gemini

Soft Skills: Analytical Mindset, Team Collaboration, Presentation Skills

EXPERIENCE

Cognifyz Technologies | Internship | Remote Jan 2025 – Feb 2025
Data Analyst

- **Utilized** Excel (**Pivot Tables, VLOOKUP, Charts, Power Query**) for KPI calculations and **Power BI** for visualizations.
- Analyzed **investment trends**, revealing **Mutual Funds** as the top choice.
- **Identified** that **47.5% of investors** prefer **3-5 years**, while **45%** opt for **1-3 years**.

Nexus Info | Internship | Remote | [Link](#) Oct 2024 – Dec – 2024
Data Analyst Trainee

- Designed an **interactive dashboard** for investment analysis using **Power BI, Excel and SQL**.
- **Analyzed** Coffee Shop Sales KPIs and customer purchasing patterns to identify **high-frequency orders**, optimizing **targeted marketing strategies** and customer engagement.
- **Analyzed** sales trends, identifying peak hours (8-10 AM) and high-traffic days (Monday, Thursday, Friday).

PROJECTS

LioCinema & JotStar OTT Platform Performance Analysis | Power Bi – SQL – Excel | [Link](#) Feb 2025

- **Analyzed 228K+** user's behavior and **3,600+** content pieces to identify engagement trends, subscription patterns, and platform performance.
- **Evaluated** city-tier subscription distribution, revealing **40.17% VIP users in Tier 1** and identifying market potential for premium plans.
- **Developed** seasonal growth & churn management tactics, targeting a **2-3% rise in monthly user growth** and a **5-7% drop in user churn** (~10-20K new users per month).

CERTIFICATIONS

- **Data Analytics Bootcamp** - Codebasics
- **MySQL for Data Analytics and Business Intelligence** – 365 Careers
- **100 Days of Code: The Complete Python Bootcamp** – Udemy

ACHIEVEMENTS

- Led the **University Welfare Club** with a team of **80 members**, overseeing **event planning, community service projects, and leadership initiatives**.