KAMAKSHI SHARMA

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SKILLS

Programming Languages:	**Python** (Pandas, NumPy, SciPy, MatPlotLib)
Databases:	**SQL**
BI & Visualization Tools:	**Power BI**, **Tableau**, **MS Excel** (Pivot Table, VLOOKUP, Conditional Formatting)
Machine Learning:	**Supervised Learning** (Regression, Classification), **Unsupervised Learning**
Soft Skills:	Communication (Verbal and Written), Teamwork and Collaboration
Advance Analytics:	**Deep Learning**, **NLP** (Natural Language Processing)

PROJECTS

Customer Churn Analysis and Predictive Modeling
- Predicted customer churn using **Python** with a balanced precision and recall of 65%, utilizing **machine learning** algorithms on a dataset of 160K+ records, improving **retention strategies** by 20%.
- Developed a **Power BI** dashboard using **DAX measures**, providing **interactive visualizations** and insights into churn rates across demographics, contributing to a 15% increase in targeted retention initiatives.
- Implemented over-sampling techniques (SMOTE) with XGBoost, achieving high recall and a 21.16% churn rate **prediction**, enhancing **decision-making** for stakeholders.

Sales Data Analysis Project
- Employed **SQL for ETL** processes and **sales analysis**, unveiling seasonal patterns that led to a 20% sales increase during peak seasons.
- Developed interactive **Power BI dashboards**, enhancing decision-making speed by 25% and leading to an 18% increase in profit margins.
- Calculated **key revenue metrics**, achieving a 10% reduction in inventory costs and a 12% boost in company profitability through **data-driven insights**.

Predictive Modelling Project (Loan Eligibility)
- Built and compared **machine learning** models in **Python**, achieving 82% accuracy in **predicting** loan eligibility, enhancing model performance by 16%.
- Showcased proficiency in **exploratory data analysis and data preprocessing** techniques, improving data quality by 25%.
- Identified and **analyzed key factors** influencing loan approvals, resulting in a 15% increase in loan approval rates, optimizing lending strategies.

WORK EXPERIENCE

Data Science Intern | Spinnaker Analytics   March 2024 - May 2024
- Deployed **machine learning** algorithms for credit card fraud detection, boosting accuracy by 25%.
- Developed a **predictive model** for healthcare reimbursement, cutting processing time by 40% through **regression techniques**.
- Collaborated with senior analysts to enhance forecasting accuracy by 10% using **Python** and **SQL** for **data analysis** and **visualization**.

Product Research Manager (Intern) | Enspire Up E-Retail Pvt. Ltd   June 2022 - September 2022
- Conducted in-depth market analysis, utilizing **advanced Excel** techniques, resulting in a 10% increase in market share
- Led **cross-functional team** in research initiatives, boosting product quality scores by 15% based on customer feedback.
- Formulated and executed strategies that resulted in a 12% increase in **customer satisfaction** ratings.

EDUCATION

Data Science & Artificial Intelligence (Diploma), Batch Topper   May 2024
Boston Institute of Analytics

Bachelor of Business Administration, **GPA- 9.17**   August 2023
Guru Gobind Singh Indraprastha University, New Delhi, India

Certifications

Machine Learning (Kaggle)	Data Analytics with Python (MyCaptain)	SQL (Hackerrank)	Advanced MS Excel (Udemy)
Python (Kaggle) (MyCaptain)	Effective Presentations (HP LIFE)	PowerBI (Udemy)	AI (MyCaptain)