

# KAMAKSHI SHARMA

Delhi, India 🇮🇳

+91 9810231563 📞

Employing Business Acumen to develop data-centric solutions.  
Proficient in managing, manipulating, and visualizing data to extract actionable insights for informed decision-making.

[kamakshi22032002@gmail.com](mailto:kamakshi22032002@gmail.com) ✉️

[Kamakshi's Portfolio Website](#) 🌐

[www.linkedin.com/in/kamakshisharma22](https://www.linkedin.com/in/kamakshisharma22) in

[github.com/kamakshii22](https://github.com/kamakshii22) 🌐

## Summary

Analytical individual with a strong foundation in data analysis methodologies and proven skills in Python, SQL, and data visualization. Eager to apply skills and academic background in Business Administration & Data Science to contribute to data-driven decision making and insights within an evolving and collaborative environment. Possesses experience in product research and market analysis, applying data-driven strategies to enhance product performance and customer experience.

## Skills

Python (Pandas, Numpy, Matplotlib, Scikit-learn)	Communication (Written & verbal)
SQL (Database)	Collaborative Problem Solving
Advanced Microsoft Excel (Formulas , Macros)	Data Visualization
Power BI	Data Analysis & Analytical thinking
Data Wrangling - Data Cleaning, Exploration, Manipulation	Teamwork
Machine Learning - Supervised, Unsupervised, Clustering	Git - Version Control
Microsoft Office Suite (PowerPoint, Word, etc.)	Tableau
Statistics - Descriptive Analysis, Hypothesis testing & Regression Analysis	R Language

## Education

<b>Data Science &amp; Business Analytics</b> (Diploma) , Boston Institute Of Analytics	(2023-2024)
<b>Bachelor of Business Administration</b> (BBA) , Guru Gobind Singh Indraprastha University, Delhi	(2020-2023)
GPA: 9.17	

## Projects

### **Customer Churn Analysis (EDA & Dashboard) and Predictive Modeling :**

Led project on banking customer churn prediction using Machine Learning, demonstrating proficiency in data analysis, preprocessing, model development, and visualization. Developed Power BI dashboard for interactive churn analysis utilizing DAX measures and calculations, interactive charts, showcasing skills in data visualization and business intelligence.

### **Data Analysis and Visualization Project:**

Utilized advanced formulas and macros in MS Excel to analyze and visualize a football transfer dataset, uncovering trends and anomalies in player movement across countries.

### **Predictive Modeling Project:**

Developed a Python -based Machine Learning model to predict loan eligibility with 82% accuracy, showcasing proficiency in data wrangling, data exploration, model training, and real-world application.

### **SQL Database Query Project:**

Created SQL queries to analyze a database, demonstrating the ability to extract relevant information and perform calculations (ETL).

## Experience

<b>Product Research Manager (Intern)   Enspireup E-Retail Pvt. Ltd</b>	06/2022 - 09/2022
Conducted market analysis and consumer insights to identify emerging trends and opportunities for the e-retail industry.	
Led cross-functional teams in research initiatives to enhance product quality and customer experience.	
Developed and implemented strategies for product optimization based on data and market trends.	
Honed communication, collaboration, and problem-solving skills through cross-functional team interactions.	

## Certifications

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|---|---|
| • Intro to Machine Learning (Kaggle)            | • Data Analytics With Python (MyCaptain ) |
| • MS PowerBI for Business Intelligence (Udemy ) | • Business Analytics (MyCaptain)          |
| • SQL (Intermediate) (HackerRank)               | • Python (Kaggle) (MyCaptain )            |
| • Introduction to Data Analysis (Coursera)      | • Advanced Microsoft Excel (Udemy )       |
| • Artificial Intelligence (MyCaptain)           | • Effective Presentations (HP LIFE)       |