

KAMAKSHI SHARMA

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SKILLS

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|---------------------------|--|
| 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%.
- Designed 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.
- Applied 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

- Utilized **SQL** for ETL processes and **sales analysis**, unveiling seasonal patterns that led to a 20% sales increase during peak seasons.
- Designed interactive **Power BI dashboards**, enhancing decision-making speed by 25% and leading to an 18% increase in profit margins.
- Computed **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)

- Constructed and compared **machine learning** models in **Python**, achieving 82% accuracy in **predicting** loan eligibility, enhancing model performance by 16%.
- Demonstrated proficiency in **exploratory data analysis** and **data preprocessing** techniques, improving **data quality** by 25%.
- Recognized 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

- Implemented **machine learning** algorithms for credit card fraud detection, boosting accuracy by 25%.
- Formulated a **predictive model** for healthcare reimbursement, cutting processing time by 40% through **regression techniques**.
- Partnered 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

- Executed in-depth market analysis, utilizing **advanced Excel** techniques, resulting in a 10% increase in market share.
- Directed a **cross-functional team** in research initiatives, boosting product quality scores by 15% based on customer feedback.
- Devised 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

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| 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) |