

# MADHAVI K

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Portfolio: <https://madhavikalmadi.github.io/portfolio>

## DATA ANALYST | MCA POSTGRADUATE

Entry-level Data Analyst with strong foundations in Python, SQL, and statistical analysis. Experienced in analyzing real-world datasets, financial time-series data, and building predictive and analytical models. Skilled in data cleaning, exploratory data analysis (EDA), feature engineering, and visualization to generate actionable insights. Passionate about transforming raw data into meaningful business intelligence and supporting data-driven decision-making.

## EDUCATION

### PES University, Bengaluru

Master of Computer Applications (MCA) | Nov 2024 – Present

### Christ Academy Institute for Advanced Studies, Bengaluru

Bachelor of Computer Applications (BCA) | Sept 2021 – 2024

CGPA: 8.03 / 10

## TECHNICAL SKILLS

**Programming & Query Languages** - Python, SQL

**Data Analysis & Libraries** - Pandas, NumPy

**Data Visualization** - Matplotlib, Seaborn, Plotly

**Databases** - MySQL, SQL Joins, Aggregations, Subqueries

**Tools & Platforms** - Jupyter Notebook, Git, GitHub, VS Code

**Analytics Concepts** - Data Cleaning, Exploratory Data Analysis (EDA), Feature Engineering, Statistical Analysis, Time-Series Analysis, Data Interpretation & Reporting

## PROJECT EXPERIENCE

### Stock Market Analysis & Risk-Based Investment Evaluation

- Built a stock market analytics system using live and historical data from yFinance.
- Designed two analytical user modes:
  - Beginner Mode: Identifies best-performing and risk-adjusted stocks for new investors.
  - Reinvestor Mode: Evaluates whether to continue investing based on performance and risk metrics.
- Computed and analyzed 8 financial performance metrics, including:
  - CAGR, Calmar Ratio, Sortino Ratio, Sharpe Ratio
  - Volatility, Maximum Drawdown, Beta
- Ranked stocks using risk-adjusted logic instead of single price-based indicators.
- Generated interpretable insights to support data-driven investment decisions.

## **IT Stock Price Analysis & Prediction**

- Analyzed 5 IT sector companies (TCS, Infosys, Wipro, HCL, L&T) using 5 years of Yahoo Finance data.
- Performed EDA to study price trends, volatility, and sector behavior.
- Built Logistic Regression models to assess investment safety.
- Built Linear Regression models for next-day stock price prediction.
- Designed a Flask-based dashboard with real-time visualizations and automated predictions.
- Evaluated model performance by comparing predicted vs actual prices.

## **Laptop Price Analysis & Prediction**

- Conducted EDA on laptop pricing datasets to analyze trends across brands and hardware specifications.
- Engineered features including RAM, storage, CPU category, GPU type, and display resolution.
- Applied encoding techniques for categorical variables.
- Built analytical models to estimate laptop prices.
- Analyzed feature importance to identify key cost-driving factors.

## **Job Seeker Analytics**

- Performed EDA on job seeker datasets to identify employability and skill-demand trends.
- Cleaned and prepared structured datasets using Pandas and NumPy.
- Analyzed relationships between education, skills, experience, and employment status.
- Visualized job market patterns and generated workforce insights.

## **Movie Booking Data Analysis**

- Analyzed movie booking and user interaction datasets from an online booking system.
- Cleaned and structured booking data including user details, movie selection, seat bookings, and show timings.
- Created visualizations for daily bookings, revenue trends, and user behavior patterns.

## **CERTIFICATIONS & ACTIVITIES**

- **Data Analyst Program** – OdinSchool (2025)
- **Generative AI Certification** – OutSkill (2025)
- **Google Cloud** – Agentic AI Day (2025)
- **Build With India Hackathon** – Participant (Google Office)
- **Mystara Hackathon** – PES University
- **Placement Coordinator** – MCA Department
  - Coordinated placement activities, communication, and scheduling

## **ADDITIONAL INFORMATION**

- **Strengths** - Analytical thinking, problem-solving, attention to detail, communication
- **Languages** - English, Telugu, Kannada
- **Career Interests** - Data analysis, business intelligence, financial analytics, data-driven decision-making