

# Mahi Priyadarshi

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## EXPERIENCE

### Business Analyst Intern

Nov 2024 – Jan 2025

*PayMe Fintech Solutions*

*Remote*

- Managed and processed 5+ structured and unstructured datasets to extract actionable insights.
- Developed 8+ Python scripts using Pandas and NumPy to clean, filter, and transform raw CSV files with over 10,000 records.
- Built 3 interactive dashboards in Power BI, improving KPI reporting efficiency by 25% and enabling real-time decision-making.

### Public Relations and Socials Analyst

Sep 2024 – Oct 2024

*PayMe Fintech Solutions*

*Remote*

- Supported a creative team of 3 in producing 12+ digital content pieces, enhancing social media engagement.
- Designed and scheduled 15+ cross-platform campaigns, resulting in a 15% increase in follower engagement across Instagram and LinkedIn.
- Coordinated with 10+ influencers and partners, expanding brand visibility and boosting campaign reach by 20%.

## PROJECTS

### Email Marketing Trends Analysis | *Power BI, Excel*

Dec 2024 – Jan 2025

- Cleaned and transformed 5,000+ rows of client engagement data in Excel to identify key marketing trends.
- Created a Power BI dashboard with 12+ visuals to showcase open rates, click-through rates, and campaign ROI.
- Removed statistical outliers, increasing dataset reliability by 18%, which led to improved decision-making accuracy.

### ProAd | *Python, Flask, React, SVM, Pandas*

Nov 2024 – Dec 2024

- Built a full-stack web application integrating a Flask REST API and React frontend, achieving 95% uptime during testing.
- Trained a Support Vector Machine model with 87% accuracy to classify ad visuals into performance categories.
- Processed and labeled 1,000+ ad images and metadata using Pandas in Google Colab for ML model experimentation.

## EDUCATION

### VIT Bhopal University

Bhopal, MP

*Bachelor of Technology in Computer Science*

8.6 CGPA (Ongoing)

### Prestige Public School

Indore, MP

*Higher Secondary(CBSE Board)*

88% (May 2022)

### Queens' College

Indore,MP

*Higher Secondary(CBSE Board)*

92%(May 2020)

## CERTIFICATIONS

**Cyber Security Analyst Certificate** | *IBM Carrier Education Program*

April 2025

**MongoDB Associate Database Administrator** | *FACE prep*

April 2025

**Data Science with python** | *Finlatics*

January 2025

## TECHNICAL SKILLS

**Soft Skills:** Bilingual, Leadership, Active Listening, Operational skills, Collaboration, Management & Teamwork

**Languages:** Java, Python, SQL (PostgreSQL), JavaScript, HTML/CSS

**Frameworks:** React, Node.js, Flask

**Developer Tools:** Git, Microsoft Excel, VS Code, Visual Studio, PyCharm, IntelliJ, Power BI

**Libraries:** pandas, NumPy, Matplotlib