Mahi Priyadarshi

9479407061 | priyadarshimahi6@gmail.com | linkedin.com/in/mahi-priyadarshi | github.com/mahipriyadarshi

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, Power BI, MongoDB, GCP- google cloud platform,