Mahi Priyadarshi

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Certifications

Machine learning and Data Science Program | *GeeksforGeeks*	Aug 2026
Data Science with python | *Finlatics*	January 2025
Marketing Analytics | *NPTEL*	May 2025
MongoDB Associate Database Administrator | *FACE prep*	April 2025

Technical Skills

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

 Languages : *Python,Java, Machine Learning, Natural Language Processing, MySQL, Tableau, HTML/CSS*

 Frameworks : *Pandas, Numpy ,PyTorch*

Developer Tools : *Git, Microsoft Excel, VS Code, Visual Studio, Power BI, MongoDB, AWS*

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)*

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.

EDA World Cup Report | *MS Excel, Power BI, Python, Pandas* — Apr 2025- May 2025
- Performed Exploratory Data analysis on world cup 2022 data set with 4 separate csv files
- Visualized different key parameters such as average, win rate, successful batsmen/bowler from all the participating teams.
- Built a Power BI dashboard for interactive report emphasizing on batting and bowling insights, it covers 10+ different parameters and showcases variety of data points.

MRSIC | *TensorFLow, Python, Streamlit* — June 2025-July 2025
- Utilized a database of over 400 movies,in 3 CSV for comprehensive coverage of movie features, genres, and user ratings
- Performed detailed exploratory data analysis (EDA) to understand trends and enhancing the accuracy of the k-means clustering and subsequent recommendations.
- Trained and deployed the recommendation system using k-means clustering on the processed dataset, enabling meaningful grouping of similar movies and generating accurate recommendations for users.

Experience

Business Analyst Intern — Aug 2024 – Oct 2024
PayMe Fintech Solutions — *Remote*
- Relied on Python frameworks like Pandas and NumPy to clean, pre-process, and analyze datasets of over 50,000 records, extracting actionable insights.
- 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 2 interactive dashboards in Power BI, improving KPI reporting efficiency by 25% and enabling real-time decision-making.

Data Analyst Intern — Dec 2024 – Jan 2025
EduNET Foundation-AICTE — *Remote*
- Worked upon a comprehensive dataset on Trends in Email marketing, it consisted of 12+ columns with various features such as age, gender, nationality.
- Performed EDA to get better understanding of the give dataset and used power BI to generate an interactive dashboard with 5+ different components to get complete overview.