MANISHA KUMARI

9354637607 | manishakumarimandro@gmail.com | Noida, India

EDUCATION

Bachelor of Technology in Computer Science
Sharda University | 2021–2024 | CGPA: 7.2

Diploma in Computer Science
ACMT Group of College | 2018–2021 | CGPA: 8

SKILLS

- **Programming Languages:** Python, C
- **Data Analysis & Visualization:** Power BI, Matplotlib, Seaborn, Advanced Excel
- **Database Management:** SQL
- **Web Development Tools:** HTML, CSS
- **Analytical Skills:** Data Cleaning, Trend Analysis, Forecasting

EXPERIENCE

Data Analyst Intern | Zadley India Pvt Ltd

- Conducted data cleansing tasks using Python (Pandas) and Excel, ensuring consistent, error-free datasets for analysis.
- Created visually compelling dashboards and charts using Power BI, Matplotlib, and Seaborn to communicate insights effectively.
- Performed in-depth analysis on large datasets to identify trends, correlations, and actionable insights.

PROJECTS

Sales Data Visualization Using Python

- Designed interactive visualizations using Python libraries like Matplotlib and Seaborn to analyze sales trends and outliers.
- Conducted time series forecasting to predict future sales patterns, enabling strategic inventory management and promotional planning decision-making.
- Uncovered key customer behavior insights by identifying factors such as pricing, promotions, and seasonality affecting sales.

E-commerce Data Analysis Using Power BI

- Developed an interactive Power BI dashboard to track revenue, product performance, and regional customer preferences.
- Analyzed demographic data, purchase behavior, and customer lifetime value to identify profitable segments and enhance retention strategies.
- Assessed marketing campaign performance through metrics like open rates, click-through rates, and conversions to optimize campaign effectiveness.

CERTIFICATIONS

- **SQL for Data Analysis | AnalytixLab:** Gained expertise in advanced SQL queries, database design, and data manipulation for analysis.

  Power BI Professional Training | AnalytixLab: Learned comprehensive dashboard creation, advanced visualization techniques, and effective data analysis workflows.