# Manvi Ahuja

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## PROFESSIONAL SUMMARY

Versatile and ambitious analytics professional who thrives on transforming data into clear, actionable insights to solve real-world business challenges. Skilled in Python, SQL, Power BI, and Excel, with hands-on experience across business intelligence, product analytics, and growth strategy. Passionate about driving informed decisions, fostering collaboration, and creating meaningful impact across analytics, business, product, and research domains.

## EXPERIENCE

**Growth Analyst Intern | PHICSIT**      *May 2025 – Present*

- Identified 15+ UX and functional issues through platform audit, enhancing usability and product quality.
- Analyzed user and engagement data to surface growth levers, optimize features, and guide product-level decisions.
- Analyzed engagement patterns across LinkedIn and WhatsApp content, driving a 137% increase in impressions and supporting outreach to 120+ active creators.

## PROJECTS

### [Shelf Help – Book Recommendation System](Shelf Help – Book Recommendation System)

**Tools & Technologies Used:** Python (NumPy, Pandas), Flask, HTML, CSS, JavaScript, Bootstrap

- Built a book recommendation system with the core logic implemented in a Jupyter Notebook, featuring two types of recommendation systems:
  - ➜ Popularity-based: Displays the Top 50 books based on overall ratings.
  - ➜ Collaborative filtering: Uses cosine similarity on user ratings to generate personalized recommendations.
- Developed a web interface using Flask to seamlessly connect the backend with the frontend, allowing users to interact with the recommendation system easily.

### [Verse Vault: Exploring Stories Through Data](Verse Vault: Exploring Stories Through Data)

**Tools & Techniques Used:** *SQL (MySQL- CTEs, joins, window functions), Excel (charts, slicers, pivot tables)*

- Developed a custom SQL database analyzing book sales, ratings, and publishing trends across 37 books, 13 authors, and 10 genres.
- Used Excel for integrating SQL results, creating interactive dashboards, and visualizing trends.
- Identified top 5 best-selling books, top-rated authors, and revenue-driving genres, offering data-backed recommendations.
- Performed sales analysis to determine top books by revenue and yearly publishing trends (1938-2009).

## SKILLS & TOOLS

- **Programming & Data Processing:** Python (Pandas, NumPy), SQL (MySQL, PostgreSQL), ETL, Power Query
- **Analytics & Business:** Data Analytics, Business Intelligence, Market Research, Trend Analysis, Customer Behavior Analytics, Sales Analysis
- **Product & Growth:** Product Analytics, A/B Testing, Growth Strategy, Feature Optimization, Problem Solving
- **Data Visualization & Reporting:** Tableau, Power BI, Excel (Pivot Tables, XLOOKUP, INDEX-MATCH, Slicers), PowerPoint, Interactive Dashboards, Data Storytelling

## EDUCATION & CERTIFICATIONS

**DR. BHIMRAO AMBEDKAR UNIVERSITY, AGRA**
*Bachelors in Computer Application*
2022 - 2025

**SQL Gold Badge**
HackerRank

**Excel Basics Certificate**
IBM, Coursera

## ACHIEVEMENTS

- 5th Prize among 50 teams in Group Singing, APSA (District Level)

- Head Girl, St. Andrews Public School, Agra