

Natasha Jawalika

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GitHub: <https://github.com/natashajw> | Portfolio: <https://natashajw.github.io/Portfolio/>

LinkedIn: <https://www.linkedin.com/in/natasha-jawalika>

Education

Integrated MTech in Artificial Intelligence

VIT Bhopal University | 2023 – 2028

Technical Skills

- Python (Pandas, NumPy, Matplotlib)
 - Data Cleaning & EDA
 - RFM Customer Segmentation
 - HTML, CSS
 - Git & GitHub
 - Basic Excel
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Projects

Customer Segmentation & Revenue Analysis using RFM

- Built RFM model to segment customers based on transactional data.
- Identified high-value customer segment contributing ~50% of total revenue.
- Analysed top 10 customers contributing ~16% of revenue.
- Generated actionable business insights for customer retention strategies.

Student Performance Analysis | Python, Pandas, Matplotlib

- Performed exploratory data analysis on academic performance datasets using Python.
- Cleaned and structured raw data to identify subject-wise trends and performance gaps.
- Generated visual insights using Matplotlib to support data-driven evaluation.

Personal Portfolio Website | HTML, CSS, JavaScript

- Designed and developed a responsive portfolio website to showcase analytical projects.