

Prerna Kumari

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Education:

VIT Bhopal University B.Tech Computer Science Engineering (E-Commerce Technology) CGPA: 8.27	Oct 2022 - Oct 2026
Xth Class , DAV Public School Ranchi, Jharkhand Percentage: 90.6%	March 2019
XIIth Class , DAV Public School Ranchi, Jharkhand Percentage: 89%	March 2021

Skills:

Technical Skills: Python, SQL, C++, HTML, CSS, C#.
Data Visualization: Tableau, Python(Matplotlib & Seaborn).
Tools: Power BI, MS Excel, VS Code, Jupyter Notebook, Unity
Data Analysis: SQL, Tableau, Matplotlib, Seaborn, MS Excel, Power BI, (EDA) Exploratory Data Analysis.
Soft Skills: Leadership, Storytelling, Teamwork, Communication, Statistical Analysis, Analytical & Reporting Skills.

Projects & Work Experience:

Customer Purchase Behavior Analysis • Conducted data cleaning, exploratory data analysis (EDA), and feature engineering on customer transaction data. • Built descriptive (Historical customer purchase behavior analysis) and prescriptive models using Decision Trees and Logistic Regression to optimize marketing strategies, increasing predicted purchase completion rates by 15%. • Tech Stack: Python, Matplotlib, Predictive models (Decision Trees, Logistic Regression), MS Excel, Power BI.	Feb 2025-March 2025
Credit Card Fraud Detection System • Developed a web-based credit card fraud detection system, Random Forest algorithm to analyze transaction data and accurately identify potentially fraudulent activities, achieving 80% accuracy in identifying fraudulent activities. • Tech Stack: HTML, CSS, MS Excel, Python(Flask), Random Forest.	Aug 2024-Dec2024
Augmented Reality Data Visualization for Smart City Engagement • Developed AR based models for real-time urban data visualization (pedestrian safety, Smart retail & commerce, construction, tourism), contributed by creating the Smart retail & commerce model. • Tech Stack: Python (NumPy, Matplotlib), Unity, ARCore, Blender & Sketchfab for 3d creation, Unity Asset Store.	Jan 2025
Business Development Intern - Plantenium • Managed and organized 250+ client records in Microsoft Excel, ensuring data accuracy and streamlined client communications. • Utilized Zoho CRM and Zoho Mail to handle client inquiries, improving response time by 30% . • Developed client follow-up & analyzed dashboard using Power BI.	June 2025

Extracurricular Activities:

Dance Club (Social Media & Design Lead) • Managed 300+ event attendees, produced promotional content that received over 50,000 views, and increased Instagram engagement by 75%.	Aug 2024
E-Commerce Club (Technical & Event Lead) • Developed a functional website for the club event, boosted engagement by 75% , managed & conducted online and offline webinars and events with 500+ attendees.	Aug 2024
Sports (Captain) • 1st place in cricket and volleyball in the inter branch sports fest (AdVITya'23).	Feb 2023

Achievements:

• Qualified for Round 2 (Detailed idea submission), EY Techathon 5.0.	Nov 2024
• Presented a research paper in 2 International conferences.	Dec 2024/ Jan 2025
• Finalist, Health Hackathon among 100+ teams (VIT Bhopal & Johns Hopkins University).	Feb 2025
• Qualified for Round 2 NOKIA - Accelerate Her in Tech.	March 2025

Certifications:

• Python for Data Science (IBM Cognitive AI) - Covered Python basic, Pandas, NumPy, Matplotlib.	June 2025
• Learning Excel: Data Analysis (LinkedIn Learning) - Excel Basics , Visualizing data using graphs & charts, Data distribution.	June 2025
• Microsoft Power BI for Beginners (Simplilearn)	May 2025

Additional Information:

Languages: English (Fluent), Hindi (Native), Japanese (Conversational), Spanish (Conversational). Publications: Immersive Urban Narratives: Augmented Reality Data Visualization for Smart City Engagement. (IEEE Conference: SEECS - 25)	Jan 2025
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