

# RASHMIKA BELAGAL

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## CAREER OBJECTIVE

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Enthusiastic and detail-oriented Bachelor of Architecture graduate with a strong foundation in Data Science and Business Analytics. Recently completed a comprehensive certification program in data analytics and skilled in Excel, SQL, Python, Tableau, Power BI, and Generative AI. Adept at analyzing data, creating insightful reports, and building interactive dashboards to support informed business decisions. Seeking an entry-level role where I can leverage my analytical skills and creativity to deliver meaningful insights and grow as a data professional.

## EDUCATION

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<b>Certificate Program in Data Science &amp; Business Analytics</b> <i>Introtallent, Bangalore</i>	2025
<b>Bachelor of Architecture (B.Arch)</b> <i>Gitam Deemed to be University, Visakhapatnam</i>	Graduated - 2024

## TECHNICAL SKILLS

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- **Data Visualization Tools:** Tableau (joins, dual-axis charts, calculated fields, parameters, dashboards), Power BI (DAX, Power Query, data modeling, KPI tracking)
- **Programming & Analytics:** Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn for data analysis and visualization)
- **Databases:** SQL (joins, subqueries, window functions, data extraction, report generation)
- **Microsoft Excel:** Advanced formulas, pivot tables, slicers, charts, Index Match, data cleaning, and reporting automation
- **Generative AI:** Prompt engineering for analytics automation, report generation, and business insight creation
- **Business Analytics Concepts:** Statistical analysis, exploratory data analysis (EDA), KPI monitoring, and storytelling with data

## PROJECTS AND VIRTUAL SIMULATION

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### FMCG Business Performance Dashboard –Excel

Built an **interactive Excel dashboard** for tracking FMCG business performance. Applied **Index Match, Pivot Tables, Slicers, and Pivot Charts** to analyze sales and operational data, providing management with clear insights for decision-making.

### Superstore Sales Analytics Dashboard – Tableau

Designed a dynamic **Tableau dashboard** using the Global Superstore dataset to monitor **sales, profit, and customer trends**. Used **joins, calculated fields, blend axis, and dual-axis charts** to deliver actionable insights and support business strategy.

### Project Performance Data Analysis – Python

Analyzed project performance data using **Python (Pandas, Matplotlib, Seaborn)** to identify **trends in revenue, profit, and delivery status**, providing **strategic business insights**.

### Food Ordering App Data Analysis – SQL

Analyzed food ordering app data to uncover order patterns and customer behavior. Built queries for latest orders, outlet-wise and customer-wise counts, cumulative sales, and order summaries. Used CTEs, window functions, joins, sub queries, CASE statements, and aggregations to generate structured reports and business insights.

### **Tata Data Visualization Virtual Internship – Forage**

Completed a virtual project focused on **data cleaning, visualization, and storytelling**. Created Power BI dashboards and presented data-driven insights tailored for senior leadership decision-making.

### **Citi Investment Banking Job Simulation – Forage**

Gained exposure to **financial data analysis and company valuation**. Developed Excel-based models and reports to evaluate a business case for investment, enhancing analytical and presentation skills.

### **Deloitte Australia Data Analytics Virtual Simulation – Forage**

Worked with real-world business datasets to create **Tableau dashboards**, analyze patterns, and deliver actionable recommendations for business growth and performance improvement.

## **CERTIFICATIONS**

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- Certificate Program in **Data Science & Business Analytics** – Introtallent
- Virtual Job Simulations: Tata, Citi, and Deloitte (Forage)
- Google Data Analytics Professional Certificate

## **KEY STRENGTHS**

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- Strong analytical mindset with attention to detail.
- Ability to communicate insights effectively through visual storytelling.
- Quick learner with adaptability to new tools and technologies.
- Creative problem-solver with a balance of technical and business understanding.