Rimsha Siddiqui

Mumbai, Maharashtra 400095

📞 +91 7683015256 ✉ Email   in LinkedIn   ◯ Github   ⦿ Portfolio

Summary

Detail-oriented data professional skilled in **SQL, Python, Excel, and Power BI**, with a focus on data cleaning, analysis, and visualization. Experienced in crafting actionable insights and interactive dashboards to drive strategic decisions. Passionate about uncovering trends and solving complex problems through data-driven collaboration.

Skills

Programming & Tools: **SQL**, **Python**, **Advanced Excel** (Pivot Tables, VLOOKUP, Power Query)

Data Visualization: Power BI (DAX, Interactive Dashboards), Data Storytelling

Data Management: MySQL, Data Cleaning, Data Modeling

Technologies/Developer Tools: GitHub, VS Code, Jupyter Notebook

Soft Skills: Communication, Collaboration, Attention to Detail, Problem Solving

Work Experience

Ai Variant.   **Sep 2024 – Dec 2024**

Data Analyst Intern

- Applied Excel & Power Query for cleaning & standardizing 108K+ multi source dataset.
- Conducted product, customer, and sales analysis to uncover key insights.
- Created interactive Power BI reports for strategic decision-making.
- Collaborated in a team, contributing to insights and client presentations.

Projects

Cause of Death (1990-2019) Analysis | *Excel | Power BI | * GitHub |

- **Analyzed global cause of death data (1990–2019)** from 202 countries using Excel (data cleaning, merging) and Power BI (visualization), covering 31 causes of death.
- **Identified a 25% increase in global deaths** (43M to 54M), with non-communicable diseases (NCDs) responsible for 74% of total deaths.
- **Highlighted China and India** as top contributors to rising cardiovascular and cancer deaths, recommending preventive healthcare and awareness strategies.

Customer Churn Analysis | Telecom Sector (India) | *SQL | Power BI | * GitHub |

- **Analyzed churn behavior** across 6,418 telecom customers using SQL and Power BI for visualization, uncovering key trends in tenure, contract types, and payment methods.
- **Identified a 27% churn rate**, with 47% churn among month-to-month contracts and higher churn among Fiber Optic users and mailed check payments.
- **Highlighted Jammu & Kashmi**r as the top churn region (57%) and senior citizens as a high-risk demographic, recommending service improvements and loyalty strategies.

Education

Indira Gandhi National Open University   **June 2022 – July 2025**

Bachelor of Commerce (B.Com)   *Mumbai, Maharashtra*

Certificates

- **SQL (Basic) Certificate** |**HackerRank**
- **Data Analytics Certificate** | ExcelR Institute
- **Data Analyst Internship Certificate** | Ai Variant