

Data Analyst skilled in Statistical Analysis, Machine Learning, Python, and SQL, eager to leverage hands-on project experience to drive data-driven decision-making and impactful business outcomes in a dynamic organization.

Skills

- Programming Languages: Python, SQL, C++
- Data Visualization: Power BI, Tableau, Excel, Matplotlib, Seaborn
- Machine Learning: Regression, Classification, Clustering, NLP
- Data Manipulation & Analysis: Pandas, NumPy
- Statistical Analysis: Hypothesis Testing, Probability Distributions
- Cloud Services: AWS, Snowflake

Projects

ROAD ACCIDENT ANALYSIS DASHBOARD - [Link](#)

- Improving road safety through data-driven decision-making by analyzing road accident data.
- Reduction in road accidents, identification of high-risk areas, and timeliness and accuracy of data processing and reporting.
- Built a Power BI dashboard, achieving a 20% reduction in road accidents through data-driven insights.

CAR PRICE PREDICTION USING LINEAR REGRESSION - [Link](#)

- Imported and cleaned the dataset using Python libraries such as Pandas and NumPy.
- Visualized the data trends using Matplotlib and Seaborn for a better understanding of features.
- Applied statistical methods and developed a linear regression model to predict car sales.
- Evaluated model performance using metrics like R^2 , mean squared error (MSE), and mean absolute error (MAE).

E-COMMERCE PRODUCT ANALYSIS - [Link](#)

- Enhancing e-commerce performance by tracking user engagement, conversion rates, and analyzing customer behavior.
- Analyzed large datasets to uncover trends in product performance and marketing effectiveness.
- Improved conversion rates and customer retention through data-driven insights and A/B testing.
- Delivered clear, actionable insights to stakeholders, supporting data-driven decision-making across teams.

RETAIL STORE DATA ANALYSIS -

- Analyzed retail sales data, customer behavior, and store performance to derive actionable insights.
- Cleaned and processed large datasets, resolving issues like duplicates and missing values.
- Conducted EDA to identify key sales trends, customer preferences, and high-performing products.
- Delivered strategic recommendations that enhanced customer retention by 15% and optimized sales channels, driving a 12% increase in repeat purchases.

Internship and Certification

DATA SCIENCE INTERN – Scaletrix.ai – Gurgaon

Mar 2024

- Acquired essential skills in Power BI, Excel, SQL, Python, and Machine Learning through industrial-level projects and case studies.
- Developed analytical and critical thinking skills to provide data-backed insights and solutions to various business problems.
- Gained hands-on experience in retail analytics, FMCG/CPG industry analytics, and digital analytics through targeted projects and case studies.

KPMG AU DATA ANALYTICS JOB SIMULATION FORAGE – Virtual Internship

Jan 2024

- Advised on customer targeting strategies using data analysis and modeling techniques, leading to refined client recommendations.
- Assessed data quality and completeness in preparation for analysis.
- Analyzed data to target high-value customers based on demographics and attributes and developed dashboards.

GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE – Google (Coursera)

Sept 2023

- Develop key analytical skills in data cleaning, analysis, and visualization, and gain proficiency in tools such as Spreadsheets, SQL, R programming, and Tableau.

Education

MASTER OF COMPUTER APPLICATION – Chandigarh University – Punjab

June 2024

BACHELOR OF SCIENCE (Hons.) MATHEMATICS – University of Delhi – Delhi (8.5 CGPA)

Nov 2020

SENIOR SECONDARY (SCIENCE) – Gandhi Nagar Public School – Moradabad (94.2%)

July 2017