

# RITIKA GOYAL

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## Professional Summary

Detail-oriented and motivated Data Analyst with hands-on experience in Python, SQL, Power BI, and machine learning. Proficient in extracting, analyzing, and visualizing data to support business decision-making. Strong communication skills and a proven ability to work in collaborative, cross-functional environments. Passionate about leveraging data to solve real-world problems and continuously improve business performance.

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## Academic Qualifications

**Bachelor of Computer Applications** – CCS University (2021–2024) | CGPA: 7.74

**Higher Secondary (Class XII)** – CBSE (2021) | CGPA: 8.84

**Secondary (Class X)** – CBSE (2019) | CGPA: 9.63

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## Technical Skills

**Languages & Tools:** Python, SQL (MySQL), Power BI, Advanced Excel, HTML, CSS, JavaScript, Django

**Libraries & Frameworks:** Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn

**Concepts:** Data Cleaning, Data Analysis, Statistical Modeling, Machine Learning, Business Intelligence

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## Certifications

- Data Science Course – DUCAT Institute
  - Full-stack Django Internship – Djubo
  - MySQL for Data Analysis – Achievement Certificate
  - Software Engineer Certificate – HackerRank
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## Projects

### Hotstar Performance Analysis

- Analyzed user engagement and content performance trends using Python and SQL.
- Built interactive dashboards in Power BI to guide data-driven content strategy.

### Blinkit Sales Analysis

- Explored sales and customer behavior to identify high-performing products and sales bottlenecks.
- Delivered actionable insights through Power BI reports.

### Sales Prediction Model

- Developed a machine learning model using Scikit-learn to predict future sales trends.
- Achieved accurate results using historical data and visualized performance with Matplotlib and Seaborn.

### Movie Recommendation System

- Developed a content-based movie recommender using cosine similarity on movie metadata.
- Created an interactive web app with Streamlit that shows personalized movie suggestions with posters fetched dynamically from TMDb API.
- Utilized Python libraries like Pandas, scikit-learn, and Pickle for data processing and model deployment.

### Connect App – Video Conferencing Platform

- Built a full-stack video conferencing web app using Django, HTML, CSS, and JavaScript.
- Implemented user authentication and real-time communication features.

### Aggarwal Sweets Website

- Designed and deployed a responsive website to boost local brand presence.
- Enhanced customer engagement through intuitive UI and seamless navigation.