

# SAKSHI CHAVAN

## Data Analyst

(216)4238283 | [schavan4@binghamton.edu](mailto:schavan4@binghamton.edu) | [linkedin.com/in/sakshichavan27](https://www.linkedin.com/in/sakshichavan27) | [sakshichavan4.github.io/sakshi.github.io/](https://github.com/sakshichavan4)

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### EDUCATION

**Binghamton University, State University of New York, Thomas J. Watson College of Engineering and Applied Science**

*Master of Science in Computer Science*

May 2024

**Savitribai Phule Pune university, Sandip Institute of Technology and Research Centre**

*Bachelor of Engineering in Computer Engineering*

August 2022

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### TECHNICAL SKILLS

**Languages :** Python, R, MySQL, C,C++

**Tools/Packages/Libraries :** Tableau, Microsoft Power BI, Matplotlib, Seaborn, Excel, NumPy, Pandas, SciPy, ggplot2

**Additional Skills :** Business/Data Analytics, Exploratory Data Analysis (EDA), Data Warehousing, Data Modeling, ERP system, Data Visualization , ETL (Extract, Transform, Load), Machine Learning, Data Cleaning and Preprocessing Techniques, A/B Testing

**Certifications :** Data Analysis, Project Management and Generative AI by Microsoft , Machine Learning

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### PROFESSIONAL EXPERIENCE

#### Techbee Consulting

Maharashtra, India

*Data Analyst*

January 2022 - June 2022

- Conducted EDA on e-commerce sales, customer behavior, and website traffic data within the ERP system using Python, Matplotlib, and Seaborn, identifying trends that boosted sales conversion rates by 15%
- Crafted and maintained Tableau dashboards to visualize key metrics enabling stakeholders to gain insights into the data
- Co-ordinated in data preprocessing, feature engineering, and implementing sentiment analysis on customer reviews using natural language processing (NLP) techniques in Python to enhance data quality, model performance, and derive insights

#### ITFMS Infotech Pvt. Ltd

Maharashtra, India

*Data Analyst*

May 2021 - September 2021

- Conducted EDA on customer churn datasets for a gas and electricity utility client with 15,000+ customers, using Python for data type analysis, descriptive statistics, and feature engineering
- Developed and evaluated a Random Forest classifier model achieving 80% accuracy in predicting churn, identifying primary drivers like yearly consumption, forecasted consumption, and net margin
- Analyzed customer churn, identifying a 9.7% rate, and collaborated with stakeholders to refine data collection methods
- Recommended and validated a targeted 20% discount strategy based on customer segmentation and churn probability

#### Cal-Tech

Maharashtra, India

*Software Engineer*

May 2020 - April 2021

- Led a project analyzing content categories for a social media analytics company, identifying top categories by aggregate popularity and aligning with business objectives through data understanding of over 100,000 posts annually
- Cleaned and preprocessed data in Excel, removing 15% of rows with missing values, adjusting data types, and eliminating irrelevant columns
- Merged datasets using VLOOKUP, performed analysis with SUMIF to identify top-performing categories, and improved data quality with techniques that reduced errors by 20%
- Leveraged Tableau for data visualization, supporting business decisions, and applied advanced data modeling to integrate multiple sources, extracting key trends and top content categories, resulting in a 25% improvement in content strategy efficiency

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### ACADEMIC PROJECTS

**Diwali Sales Data Analysis** <https://github.com/sakshichavan4/Diwalisalesanalysis.git>

- Reviewed sales data using Python libraries (NumPy, Pandas, Matplotlib, Seaborn) and advanced EDA techniques
- Built machine learning models (Random Forest, Decision Tree, KNN) to predict product categories achieving 87% accuracy

**Retail Analytics and Forecasting** <https://github.com/sakshichavan4/retail-sales-and-forecasting.git>

- Analyzed and visualized product sales using Pandas and Matplotlib, revealing insights by hour, month, and country
- Applied Apriori algorithm to discover product associations, optimizing cross-selling strategies, while using SARIMAX for precise inventory forecasting which resulted in reduced stock wastage over a 12-week period