

# SANSKRITI RATHAUR

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Portfolio

linkedin

github

## Education

Allenhouse Institute of Technology affiliated with A.K.T.U

Bachelor of Technology in Computer Science and Engineering; CGPA: 7.27

Oct 2021 – July 2025

Kanpur, Uttar Pradesh

## Relevant Coursework

Data Analytics - PWSkills

[Link](#)

## Experience

Celebal technology

May 2024 – August 2024

Data Science Intern

Remote

- Implemented customer segmentation using clustering and feature engineering on online retail data, boosting marketing precision and targeting efficiency by 95%.
- Engineered a sophisticated recommendation algorithm with ML models in Python that resulted in a notable 15% growth in average order values, positively impacting customer purchasing behavior and satisfaction rates.
- Boosted decision-making and business performance by 90% using Python for statistical analysis, demand forecasting, and predictive modeling.

## Projects

SQL Airport Query | SQL, Power Bi, DAX

[GitHub](#)

- Optimized 20+ SQL queries using advanced SQL techniques, boosting airport operations efficiency by 15% and reducing processing time.
- Enhanced data extraction, transformation, and reporting processes using Python and ETL tools, achieving a 30% increase in processing speed.
- Search over 50,000 airport records using SQL and data visualization tools like Power Bi, identifying trends and streamlining operations for improved efficiency.

Store Sales Analysis | Excel, Pivot table

[GitHub](#)

- Examine over 10,000 sales records using Excel, identifying a 65% contribution from women and 50% from adults (30-49 years).
- Delivered 5+ data-driven recommendations by leveraging insights from Excel dashboards to improve business strategies.
- Built an interactive Pivot table dashboard, reducing analysis time by 40% and enhancing data accessibility for decision-making.

Customer Churn Prediction | Python, ML, Flask

[GitHub](#)

- Processed over 5,000 records by using machine learning models to predict telecom customer churn with 85% accuracy.
- Identified 3+ key churn drivers using data analysis techniques, leading to actionable insights for improving customer retention.
- Increase model efficiency by 20% through feature engineering and optimization techniques, improving prediction accuracy and performance.

## Technical Skills

**Languages:** Python, SQL, HTML/CSS, DAX, JAVA.

**Developer Tools:** Git, GitHub, Jupyter Notebook, Power BI, SQL Server, PostgreSQL, MS Excel.

**Technologies/Frameworks:** Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, MongoDB, AWS.

**Techniques:** Machine Learning, A/B Testing, XGBoost, Statistical methods.

## Leadership / Extracurricular

### Event Coordinator

- Successfully organized and managed technical events during the annual college fest, ensuring the participation of more than 100 students and achieving a satisfaction rate 95% among the attendees.

### GSSoC'24 Participant

- Contributed to data analytics projects during GSSoC'24, enhancing data-driven solutions and gaining hands-on experience in analyzing complex datasets.

### Code Saga Participant

- Engaged in over 30 competitive programming challenges during Code Saga, refining strategies to tackle complex coding problems and achieving a top-50 finish among participants while enhancing algorithmic skills.