# Prachi Shinde  Data Analyst

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## SKILLS

- MySQL, MS-Excel , Power BI, Python, Tableau, Hypothesis testing , Statistics and Probability, Feature Engineering, Seaborn , Matplotlib, Pandas, Numpy, Scipy, Product Analytics, Data Visualization, Data Analysis

## PROJECTS

### Target Corporation insights using SQL & Excel
https://github.com/shindechi/Target-Business-Case-Study
- Analyzed 100,000 e-commerce data points from Brazil (2016-2018), revealing a 705% increase in the cost of orders of January influencing strategic pricing decisions.
- Identified São Paulo as the leading region for orders, implementing strategies that enhanced delivery efficiency by up to 20 days.
- Determined peak order times in the afternoon and evening, providing actionable insights that optimized marketing strategies and improved sales performance.

### HR Analytics Dashboard using Power BI
https://github.com/shindechi/HR-ANALYTICS-DASHBOARD-POWER-BI-
- Analyzed HR data from 1,413 employees, revealing a 16.2% attrition rate and an average age of 37.
- Identified that Laboratory Technicians had the highest attrition, with most employees earning below 5K.
- Recommended retention strategies for high-risk roles like Laboratory Technicians and Sales Executives, focusing on job satisfaction.

### Netflix Data Exploration and Visualization using Python & Python Libraries.
https://github.com/shindechi/Netflix-Business-Case-Study
- Analyzed 8,807 Netflix data points using Python and Matplotlib, performing comprehensive Exploratory Data Analysis (EDA) and cleaning data with imputation methods.
- Conducted univariate and bi-variate analysis to uncover insights on content type, country contributions, ratings, and genres to inform strategic decisions.
- Discovered that 70% of content consists of movies, with the USA contributing 35%, enhancing understanding of regional content trends.
- Identified a peak in content additions in 2019, followed by a 20% decline in 2020 and 2021, guiding future content strategies.

### Amazon Prime Video Content Analysis using Tableau
https://github.com/shindechi/Amazon-Prime-Video-Content-Analysis-using-Tableau-Dashboard.git
- Analyzed Amazon Prime's content distribution using Tableau, uncovering that 80.82% are Movies, guiding strategic content decisions.
- Identified Drama as the leading genre with 986 shows and 4,234 titles rated 13+, shaping genre and age rating strategies.
- Evaluated show release trends, highlighting an increase in content production from 1980 to 2020, peaking in the 2010s.

## ACHIEVEMENTS

- **141st** rank in Joint Council of Scientific and Industrial Research (CSIR)- UGC NET (2019)
- **Coordinated** an event that achieved a **record** for the **Largest Warli painting**, recognized in the **Limca Book of Records** hosted at IISER-Pune. https://iiserpunenews.wordpress.com/2016/04/07/iiser-pune-in-the- limca-book-of-records-for-the-largest-warli-painting-ever/ (2014)

## EDUCATION

**Scaler**                                                                                  2025
Specialized in Data Science & Machine Learning

**Savitribai Phule Pune University**                                                         2024
MBA in Business Analytics

**IISER Pune**                                                                              2018
BS+MS in Life sciences
CSIR JRF NET, SET, GATE Cleared

## CERTIFICATIONS

- **SQL Certificate:**
  https://moonshot.scaler.com/s/sl/C3-b1ULSfv
- **Python Libraries Skills Certificate:**
  https://moonshot.scaler.com/s/sl/6gk2QYrEcW
- **EDA Fundamentals Skills Certificate:**
  https://moonshot.scaler.com/s/sl/mYMPMoyEXd