

# SHREEGANESH BHAT

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## OBJECTIVE

An aspiring Data Analyst passionate about turning complex datasets into actionable insights, uncovering meaningful patterns, and supporting smarter, data-driven business decisions.

## EDUCATION

### Bachelor of Science (B.Sc) in Computer Science and Mathematics

2022–2025

MES MM Arts and Science College, Sirsi, Karnataka

CGPA: 8.2

## SKILLS

Data Analysis, Statistical Analysis, Data Processing & Insights Generation, Data Visualization & Reporting, Problem-Solving, Python(Pandas, NumPy, Seaborn, Matplotlib), Excel, SQL, Power BI, AI/ML, Exploratory Data Analysis

## EXPERIENCE

### Data Analytics & Machine Learning Intern

Oct 2024 – Apr 2025

Zetacoding Innovative Solutions, Bengaluru, Karnataka

- Developed a predictive model for asthma risk in children using a large-scale dataset from the UCI Machine Learning Repository, achieving 98.9% accuracy with Random Forest.
- Performed data cleaning and preprocessing using Python libraries (NumPy, Pandas, Scikit-learn), handling missing values, removing outliers, transforming categorical variables, and preparing the dataset for analysis and modeling.
- Identified key predictive factors associated with asthma risk (Gender, Difficulty Breathing, Allergies, Medication) through feature analysis and visualizations using Matplotlib and Seaborn, enabling clear interpretation of patterns and statistical trends.

## PROJECTS

### 1) Hotel Booking Data Analysis (Tools: MS Excel, SSMS, Power BI)

- Analyzed multi-year hotel booking data (2018–2020) to consolidate and standardize records, deriving key business metrics such as yearly revenue trends, booking volume, hotel-type performance, and parking utilization, providing actionable insights to optimize the business environment.
- Cleaned and preprocessed data using SQL (SSMS) by handling missing values and duplicates, merging tables, and resolving inconsistencies to create a unified dataset for analysis.
- Developed a Power BI dashboard to visualize revenue trends, hotel-type performance, occupancy, and cancellations; discovered that while revenue rose from 2018 to 2019, it dropped in 2020 despite increasing ADR (average daily rate), indicating lower occupancy and higher cancellations — enabling recommendations for dynamic pricing and targeted promotions.

### 2) Customer Segmentation and Analysis Using Python

- Cleaned and analyzed e-commerce customer data using Python libraries (Pandas, Seaborn, Matplotlib) to identify spending patterns, income trends, and demographic insights.
- Applied K-Means clustering with Elbow and Silhouette evaluation to create statistically distinct customer segments based on behavioral and demographic variables.
- Classified customers into five segments using income and spending behavior, identifying clear customer personas that support targeted marketing and improve campaign efficiency.

### 3) HR Analytics: Employee Wellness (Tools: MS Excel, SSMS, Power BI)

- Performed an HR analytics project by managing and querying datasets in SSMS to identify healthy low-absence employees for a \$1,000 bonus program and developed an interactive Power BI dashboard using custom SQL connections, KPI cards, bar/pie charts, trend visuals, and scatter plots to deliver data-driven workforce insights.
- Identified major absenteeism drivers—including seasonal spikes, elevated BMI, unhealthy habits, common absence reasons, and non-linear impacts of workload and transportation—and surfaced a healthy low-risk employee group eligible for performance bonuses.
- Derived insights suggesting absenteeism could be mitigated through proactive staffing during peak seasons, wellness and fitness initiatives for high-BMI groups, enhanced attendance and habit-tracking systems, dynamic budget modeling for compensation planning, and salary adjustment analysis supported by HR insurance data.
- Links : [LinkedIn profile](#), [GitHub profile](#), [My Portfolio page](#)