SHRUTI GHODKE

DATA ANALYST

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ABOUT ME

"Analytical thinker with a background in BE Computer Engineering and a passion for data storytelling. Expert in translating complex metrics into clear, visual narratives using Tableau and Power BI. Dedicated to helping stakeholders make data-driven decisions by identifying market trends, consumer patterns, and cost-saving opportunities."

EDUCATION

G.V ACHARYA COLLEGE OF ENGINEERING   2022-2025
Bachelor of Computer Engineering
MUMBAI UNIVERSITY

S.H JONDHALE POLYTECHNIC   2019-2022
Diploma

MSBTE

TECHNICAL SKILL

- Data Visualization: Power BI, Tableau
- Programming: Python (Pandas, NumPy, Matplotlib,seaborn
- Database: SQL (MySQL, PostgreSQL)
- Data Handling: Excel (Pivot Tables, VLOOKUP, Power Query)
- Tools: Git, GitHub, VS Code
- Other: Data Cleaning, EDA, KPI Analysis, Dashboard Design

TECHNICAL PROJECT

Customer Behavior Analysis
Tools: Power BI, SQL, Python (Pandas)

- Cleaned and transformed raw customer data using SQL and Pandas.
- Performed segmentation based on gender, subscription status, and purchasing categories.
- Built interactive Power BI dashboard with dynamic filters and KPI cards.
- Analyzed revenue contribution, customer distribution, and purchasing patterns.
- Delivered actionable insights to identify high-value customer segments.

Movie Data Analysis (Python Project)
Libraries Used: NumPy, Pandas, Matplotlib, Seaborn

- Conducted exploratory data analysis on movie dataset.
- Performed data cleaning and handling of missing values.
- Analyzed trends in ratings, genres, revenue, and popularity.
- Created visualizations using Matplotlib and Seaborn for pattern discovery.
- Identified correlations between budget, revenue, and movie ratings.

Zepto Retail Data Analysis (SQL Project)
Tools: SQL

- Zepto Retail Data Analysis (SQL Project)
- Tools: SQL
- Queried retail transactional data to analyze sales performance.
- Used joins, group by, subqueries, and aggregate functions for data extraction.
- Identified top-selling products and revenue-driving categories.
- Analyzed customer purchase behavior and sales trends.
- Generated business insights for inventory and pricing decisions.