Swati Meher

DATA ANALYST

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▲ portfolio/swameher

EDUCATION

Bachelor of Technology
Parala Maharaja Engineering College
Computer Science & Engineering
7.8/10 | 2016-2020

Higher Secondary School
Vikash Residential School
Science PCM
68% | 2014 - 2016

CORE COMPETENCIES

- Data Analysis
- Data Visualization
- Predictive Modelling
- Machine Learning
- Project Management
- Ad-hoc Analysis
- Programming

TECHNICAL SKILLS

- Python Programming
- PostgreSQL
- Advanced Excel
- Tableau
- Power BI
- Dax Queries
- GitHub, Jira
- Machine Learning
- Power Pivots

PROFILE SUMMARY

- Data Analysis Professional with over **2.5 years of experience**, including tenure at Capgemini Engineering.
- Worked on analyzing data, specializing in Churning data and reporting, utilizing data driven insights for effective decision-making.
- Led data cleaning while ensuring organization and validation of procedures to maintain the integrity of data.
- Proficient in **SQL, Excel, Excel Reporting, Power BI/Tableau, Dax Queries ;** also possess extensive knowledge in Python for Data Analysis and Manipulation.
- Adept at data cleaning, wrangling, and validation, ensuring accuracy and reliability of datasets with over 100,000+ records.
- Applied Excel functions and Power Query to transform data into a format suitable for analysis.
- Possess a strong foundation in Python for EDA (Exploratory Data Analysis) to extract valuable insights of complex data, data predicting and data modelling.
- Executed several projects with Capgemini Engineering such as Customer Insights & Sales Analytics, Forecasting & Predictive Analytics:, and Network Analytics:.
- Presently pursing Power BI Data Analyst Certificate issued by AlmaBetter.
- Extensive knowledge of data visualization techniques, creating dashboards and transform data, reports to empower stakeholders with insights and improve strategic decisions.

WORK EXPERIENCE

Full Stack Data Science Apprenticeship   Jan 2024 to Present
AlmaBetter

Key Result Areas:

- Performed EDA on datasets with 100,000+ records using Python (pandas, matplotlib, seaborn), **increasing decision-making efficiency by 25%.**
- Designed interactive dashboards in Power BI and Tableau, **enhancing business intelligence capabilities** and cutting manual reporting time by 30%.
- Performed data cleaning, wrangling, and validation with SQL and Excel, **ensuring 99% accuracy** in large datasets for robust analysis.
- Streamlined reporting processes by integrating automated data workflows}, **reducing processing time by 20%** and improving efficiency.

Data Analyst

Aug 2021 to Aug 2023

Capgemini Engineering

Key Result Areas:

- Utilizing data analysis techniques to extract valuable insights from raw data, enabling informed decision-making.
- Collaborated with **cross-functional teams**, including Data Engineers and Business Analysts, to clean and transform large datasets for predictive modelling and customer segmentation.
- Delivered actionable insights on sales performance, customer churn through advanced analytics tools like Power BI, Tableau, and Excel, and effectively communicated complex insights to business stakeholders.
- Designed and implemented automated reporting systems, **reducing manual effort by 30%** and improving data accuracy and consistency for stakeholders.
- Provided mentoring to junior analysts, sharing best practices for SQL, Python, and data visualization techniques, fostering team growth and efficiency.

PROJECTS

Sales and Customer Behavior Analytics

7 Months

Key Result Areas:

- Extracted, cleaned, and transformed large sales and customer datasets using SQL and Python.
- Created Power BI dashboards to visualize sales trends and customer segments, helping stakeholders make data-driven decisions.
- Conducted customer segmentation analysis using K-means clustering to identify high-value customers and improve marketing strategies.
- Reduced reporting time by automating data extraction and visualization processes.

Customer Churn Prediction Model

6 Months

Key Result Areas:

- Conducted exploratory data analysis (EDA) to identify key features affecting customer churn.
- Built a machine learning model using logistic regression and decision trees to predict churn probability.
- Achieved an accuracy of 85% with the final model, leading to targeted retention campaigns.
- Presented model results and insights to the management team to influence marketing and retention efforts.

Sales Forecasting & Trend Analysis Dashboard

4 Months

Key Result Areas:

- Utilized historical sales data to build time-series forecasting models using ARIMA and SARIMA models.
- Developed an interactive Tableau dashboard that displayed sales forecasts alongside real-time sales data.
- Automated the data pipeline for seamless daily updates, improving the forecasting accuracy by 20%.
- Enabled stakeholders to view up-to-date projections and make quick strategic decisions based on predictive insights.

Financial Data Analysis & Reporting

6 months

Key Result Areas:

- Analyzed financial KPIs like revenue and profit margins for actionable insights.
- Created real-time financial dashboards and reports using Power BI and Excel.
- Streamlined data extraction and integration from financial systems for accurate reporting.