

## Education

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**Priyadarshini College of Engineering, Nagpur****Dec 2021 – June 2025**

B.Tech Computer Science and Engineering – CGPA: 8.00

## Summary

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Aspiring Data Analyst with expertise in Python, SQL, Power BI, and Excel. Experienced in developing machine learning models, performing data analysis, and creating actionable business insights. Skilled in data wrangling, ETL processes, statistical analysis, and data storytelling. Passionate about leveraging data to drive strategic decision-making.

## Skills

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**Programming:** Python (NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn)**Data Analysis:** SQL (SQLite, MySQL, PostgreSQL) | Excel (Pivot Tables, Pivot Charts, VLOOKUP, XLOOKUP, VBA), Google Sheets**Business Intelligence & Visualization:** Power BI (DAX, API, Power Query) | Tableau (Data Visualization, Dashboards)

## Projects

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**CREDIT RISK ANALYSIS USING LIGHT-GBM AND SMOTE** | [Link](#) – Final Semester Project**Jan 2025**

- Engineered a credit risk prediction model using machine learning to support data-driven financial decisions.
- Applied LightGBM and SMOTE to address class imbalance and implemented robust data preprocessing and visualization using Pandas, Scikit-learn, and Matplotlib.
- Achieved improved classification accuracy of 88% and balanced predictions, reducing bias in credit risk assessment.

**CUSTOMER SEGMENTATION ANALYSIS** | [Link](#) – Personal Project**Nov 2024**

- Conducted **data cleaning and segmentation** to classify customers based on purchasing behavior.
- Applied Excel formulas including SUMIFS, FILTER, and QUERY to compute RFM scores and identify strategic customer segments.
- Identified **Top-tier, Loyal, and Potential Loyal customers**, analyzed their last five orders, and automated targeted messaging for engagement.

**AD CAMPAIGN ANALYSIS IN POWER BI** | [LINK](#) – Personal Project**Oct 2024**

- Analyzed ad campaign performance across multiple platforms to assess revenue generation and effectiveness.
- Leveraged Power BI and DAX to build dashboards, analyze performance trends, and compute KPIs for marketing optimization.
- Delivered actionable insights on platform performance, helping optimize marketing strategies and ad spend.

**MISSING PERSON IDENTIFICATION SYSTEM** – Project for Smart India Hackathon

- Designed a machine learning solution using facial recognition to identify missing persons from photographic data.
- Implemented **TensorFlow** for deep learning and **YOLO** for real-time object detection, with a user-friendly **UI interface** for accessibility.
- Enhanced identification accuracy of 85%, enabling quicker and more efficient search operations.

## Certifications and Training

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- Accenture North America Data Analytics and Visualization Job Simulation on Forage - [View Credentials](#)
- Deloitte Australia Data Analytics Job Simulation on Forage - [View Credentials](#)
- British Airways Data Science Job Simulation on Forage - [View Credentials](#)
- Tata Data Visualisation: Empowering Business with Effective Insights Job Simulation on Forage - [View Credentials](#)