# SHIVA BALIYAN

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## EDUCATION

**Sharda University**                                                                            Greater Noida, India
Master of Computer Applications (MCA), GPA 6.82                                              **2022-2024**

**College of Engineering Roorkee (COER)**                                                         Roorkee, India
Bachelor of Computer Applications (BCA), 70.60%                                              **2019-2022**

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## SKILLS SUMMARY

| Languages & Skills | Frameworks | Tools | Platforms | Soft Skills |
|---|---|---|---|---|
| SQL | Numpy | MySQL | PyCharm | People Management |
| Python | Pandas | Power-BI | Jupyter Notebook | Leadership |
| EDA | Matplotlib | Excel | Visual Studio Code | Adaptability |

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## PROJECTS

**Social media users behaviour EDA | LINK**
- Generated my own dataset with 40 features using python and performed EDA on top of it.
- Goal of the EDA is to find patterns / correlations between the features of social media users to identify behavioural KPIs

**Super store sales analysis dashboard | LINK**
- Created a comprehensive dashboard using Power BI to analyse sales trends, profit margins, and inventory efficiency.
- Provided actionable insights to improve sales forecasting for different segments and inventory management.

**HR dashboard for employee attrition | LINK**
- Built an interactive Power BI dashboard to identify factors contributing to employee attrition.
- Recommended data-driven strategies for employee retention to HR teams.

**Credit card transaction analysis dashboard | LINK**
- Analysed transaction data using Python (Pandas, Matplotlib) to detect patterns and anomalies.
- Designed a dashboard to monitor and visualize spending behaviours for financial institutions.

**Diwali sales analysis for personalised campaigning | LINK**
- Performed customer segmentation based on Gender, Age, City, Job-category, marital status, etc using Pandas.
- Identified key customer segments and their buying patterns during Diwali for campaigns to maximise sales.

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## ACHIEVEMENTS AND CERTIFICATES

**HackerRank all 3 SQL certificates | CERTIFICATES**
- Completed all 3 SQL Certificates: Basic, Intermediate and Advanced.

**TCA Data Analyst Certificate - 2024 | CERTIFICATE**
- Completed professional Data-Analyst course (SQL, Python, Power-BI & Excel) from TCA Training Academy.

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## POSITION OF RESPONSIBILITY

**Student Volunteer | Sharda Students' Association**                               September 2023 - July 2024

- Keeping a check on the initiatives carried out by Sharda-SA 2023-24 and bridging the gap between students and administration.

**Co-Head | Zion Cultural Fest, COER Roorkee**                                        15th – 17th April 2022
- Lead a motivated team of **16** volunteers to host an event cultural Fest.
- Managed to get a record footfall of over **4,000** participants from various colleges.