

# Yashika Batra

## Data Analyst

+91-8295317121

yashika.101.batra@gmail.com

yashikabatra0507data/

yashikaaaaa05

## Experience

### Boston Consultancy Group

Feb 2023 – June 2023

Data Science and Analytics Virtual Experience

Remote

- Conducted in-depth financial Modelling, hypothesis testing(z-test,t-test), and performed Exploratory Data Analysis employing statistical techniques .
- Identified key metrics and performance indicators to evaluate business performance
- Crafted visually compelling Power BI dashboards to present comprehensive data reports to stakeholders.

### AICTE Idea Lab

July 2022 – September 2022

Summer Training

Panipat,Haryana

- Acquired expertise needed to develop consistent generalized Machine learning models with a deep understanding of analyzing accuracy metrics
- One of the standout projects involved utilizing these skills to forecast bike rental demand.

## Projects

### Sales Performance Dashboard for E-commerce Platform | Microsoft Excel,Statistics

- Developed an e-commerce sales and profit performance dashboard, highlighting key metrics like revenue, conversion rates, and profitability to facilitate informed decision-making.
- Utilized dynamic visualizations and trend analysis to identify growth opportunities and optimize sales strategies effectively.

### Customer Behaviour Analysis | MYSQL,POWER BI

- Executed SQL queries to analyze order values distribution, customer purchase behavior, identify single-purchase customers, and determine frequently co-purchased products.
- Derived actionable recommendations by identifying trends, patterns, correlations, and insights

### FraudGuardian | Python, Flask, Machine Learning

- Contributed to a team project by performing research on financial data wherein we developed a web API to detect fraudulent credit card transactions using **statistical anomaly detection** trained on 1 million+ data records.
- Implemented automated messaging system that warns the account holder about potential fraud

## Education

### Panipat Institute of Engineering and Technology

2020-2024

Bachelor of Technology in Computer Science with Artificial Intelligence & Data Science ( 8.21 CGPA )

Samalkha,Haryana

### St Marys Convent Senior Secondary School

2019-2020

Non Medical (87.8 %)

Panipat, Haryana

## Technical Skills

**Programming Languages:** Python , R , C/C++

**Database:** SQL , MongoDB

**Tools:** Power BI , Tableau , Microsoft Excel

**Data Wrangling:** Collecting , Cleaning , Visualization , Analyzing , Validation

**Machine Learning:** Supervised and Unsupervised

## Achievements

- Secured the 2nd position in the "Sochiothon" event organized by NSS IIT Roorkee.
- Qualified for Kavach 2023 by developing a solution for detecting Fake News Articles.
- Nominated in the Smart Indian Hackathon 2023 for solving a problem presented by the Ministry of Jal Shakti.

## Position of Responsibility

**Placement Cordinator (2022-2023)** Helped in successful conduction of placement drives of companies visting in campus

**Member of Literacy Club (2017-2020)** Articulated engaging discussions to embrace the power of language