

Shalini M

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PROFESSIONAL SUMMARY

Detail-oriented Data Analyst fresher with hands-on experience in **Excel, SQL, Power BI, and Python**. Skilled in **data cleaning, visualization**, and extracting actionable **insights to support business decisions**. Passionate about leveraging **data-driven approaches to solve real-world problems**.

TECHNICAL SKILLS

- **Programming:** Python (Pandas, NumPy, Matplotlib, Seaborn), SQL
 - **Data Analysis:** Data Analysis, Data Visualization, Business Intelligence, Data Cleaning, EDA, ETL, Outlier Detection, Excel (Pivot Tables, VLOOKUP, XLOOKUP)
 - **Machine Learning:** Supervised Learning (Decision Trees, Random Forest, XGBoost, Naive Bayes)
 - **Tools & Technologies:** Jupiter notebook, GitHub, Power BI, Excel, Kaggle
 - **Visualization Tools:** Power BI (DAX, Power Query, Dashboard Development, KPI Reporting), Tableau (Basic)
 - **Statistics:** Descriptive Statistics, Correlation, Hypothesis Testing, Statistical Analysis
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PROJECTS

Blinkit Sales Analysis (Excel) [Link <https://github.com/Shalinigowd/blinkit-excel-dashboard>]

- Cleaned and processed raw sales data to improve data quality
- Built interactive dashboards using Pivot Tables and charts
- Identified Tier 3 outlets as highest revenue contributors
- Analyzed regional sales trends to support business insights

Customer Behavior Dashboard (Power BI) [Link: <https://github.com/Shalinigowd/customer-behavior-dashboard>]

- Cleaned and transformed raw customer data using Power Query to ensure data accuracy and consistency
- Performed Exploratory Data Analysis (EDA) to uncover customer behavior patterns and usage trends
- Developed an interactive Power BI dashboard with KPIs, slicers, and dynamic visualizations for real-time insights
- Analyzed user segmentation and identified non-subscribers as the dominant user group, recommending targeted retention strategies
- Enabled data-driven decision-making by presenting clear and actionable business insights

Zepto Inventory Data Analysis (PostgreSQL) [https://github.com/Shalinigowd/sql_project]

- Cleaned and transformed inventory dataset for accurate analysis

- Used SQL queries to analyze pricing, discounts, and stock availability
 - Identified top discounted and out-of-stock high-value products
 - Calculated category-wise revenue and average discounts
 - Derived insights using price-per-gram analysis
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EDUCATION

Bachelor of Engineering in Computer Science & Business Systems
Visvesvaraya Technological University (MIT Mysore) | 2023 – 2026

Diploma in Computer Science and Engineering
Govt. Polytechnic, Arakere | 2020 – 2023

CERTIFICATIONS

- Python Data Analytics Training – Q Spiders
 - Data Analytics Job Simulation – Forage
 - Data Visualization: Empowering Business with Insights – Forage
 - GenAI Powered Data Analytics Job Simulation – Forage
 - TCS ion Career Edge – Young Professional
 - Power BI Workshop – Office Master
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SOFT SKILLS

- Team Collaboration • Communication • Analytical Thinking • Problem Solving • Adaptability • Decision Making
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HOBBIES

- Solving analytical puzzles
- Attending technical workshops
- Continuous learning and personal development