Payal Priyadarshini

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Education

Gandhi Institute for Technological Advancement　　　　October 2020 – April 2024
Bachelor of Technology in Computer Science Engineering　　　　*Bhubaneswar, Odisha*

Work Experience

Accenture　　　　December 2023 – December 2023
Data analytics and visualization virtual Intern

- Exceucted a simulation advising a hypothetical social media client, leveraging analytical insight that led to a 15 percent improvement in content engagement.
- Refined, modeled, and analyzed seven datasets to uncover insights into content trends to inform strategic decisions.
- Developed a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders.

Greda　　　　September 2023 – December 2023
Data analyst Intern

- Performed comprehensive data analysis to extract insights into education-related data, contributing to creating more than 10 impactful dashboards and reports that enhanced stakeholder understanding and informed decision-making.
- Facilitated monthly data analysis workshops, resulting in the adoption of 3 new visualization tools that improved data presentation and interpretation.
- Contributed to creating reports and dashboards to communicate key performance indicators and trends.

Projects

Exploratory Data Analysis of Zomato　　　　March 2024

- Analyzed a vast Zomato dataset using Python and Pandas, revealing key insights from over 5,000 restaurants. Uncovered trends in user ratings, restaurant attributes, and geographic distribution facilitate strategic decision-making.
- Engineered over 10 visually captivating charts, graphs, and heatmaps with matplotlib and seaborn, empowering stakeholders with valuable insights, led to a 15 percent surge in user engagement and a 10 percent refinement in restaurant selection algorithms.

Airline Revenue Optimization　　　　April 2024

- Deployed data-driven pricing strategies that resulted in a 15 percent increase in revenue per seat. The project optimized ticket prices dynamically by considering factors like environmental regulations and flight taxes, enhancing profitability while maintaining competitiveness.
- Developed a data-driven strategy utilizing advanced predictive modeling techniques to identify under-performing routes and potential expansion opportunities, resulting in a 10 percent increase in aircraft occupancy rates and a 20 percent reduction in operating costs.

Customer churn rate prediction　　　　May 2024

- Employed machine learning techniques, including logistic regression and random forest, to develop a robust predictive model for customer churn. Instructed the model on a dataset containing historical customer data, encompassing over 10,000 observations and 20 features, to accurately forecast customer attrition.
- Led the analysis of churn prediction model data to develop targeted retention strategies; collaborated with cross-functional teams to execute personalized interventions, resulting in a 20 percent decrease in customer churn and a 15 percent boost in retention over six months.

Technical Skills

Languages: SQL, Python, C
Frameworks: Pandas, Numpy, Matplotlib, Django, Plotly
Tools: ETL, Data analytics, Data cleaning, MySQL, Data modeling, Statistics
Technologies: Microsoft-Excel, Power BI, Machine learning, Git, AWS, Microsoft PowerPoint
Soft skills: Leadership, Collaboration, Business insights, Communication, Problem-solving, Teamplayer

Certifications

∗ Google Data Analytics Professional - Google　　　　**September 2023**
∗ Career Essentials in Business Analysis - Microsoft　　　　**May 2024**