PRERNA MEHTA | DATA ANALYST

New Delhi, India | P: +91 9971312979 | prernamehtapm22@gmail.com | linkedin.com/in/prerna-mehta-pm22

SUMMARY

Data Analyst skilled in leveraging data analysis to drive business decisions and enhance customer satisfaction. Proficient in utilizing business analytics reporting tools, data visualization, statistical analysis thereby delivering actionable insights and error-free reports. Seeking to apply analytical expertise to support strategic decision-making in a dynamic analyst role.

EDUCATION

Indira Gandhi National Open University   *New Delhi, India*
Master of Science (Environmental Science)   *Jun 2023-Pursuing*

University of Delhi   *New Delhi, India*
B.Sc. Life Sciences   *Jun 2020-Jul 20223*

TECHNICAL SKILLS

SQL: Data Queries, Aggregate functions, Subqueries, Joins, Window functions, View, CTE's, Stored Procedures
Excel: Lookups, Dashboard Creation, VBA, Macros, Slicers, Pivot Table, Pivot Charts, Power Query
Power BI: Reports, Dashboard, DAX, Measures, Data Modelling, Data Cleaning, ETL
Python: Pandas, NumPy, Matplotlib, Seaborn, Exploratory Data Analysis (EDA)
Machine Learning: Linear and Logistics Regression, Classification, Clustering, Decision Tree, Random Forest, Feature Engineering and Selection, Model Performance Metrics

CERTIFICATIONS

Brillica Services Pvt Ltd   *New Delhi, India*
Data Analytics Training (Internship-Based)   *May 2024-Present*   .
- Conducted rigorous **data cleaning and preprocessing** to ensure data quality, identifying and removing duplicates, handling outliers, and uncovering patterns and trends.
- Expertly leveraged Advanced Excel functions (VLOOKUP, Pivot Tables) for **in-depth data analysis and report creation**, extracting valuable insights.
- Mastered **data visualization** tools like Power BI and Tableau to craft compelling, data-driven visual representations that drive business decisions.
- Developed expertise in statistical analysis techniques to derive actionable, **data-driven insights** that inform strategic business decisions.

PROJECTS

Car Selling Price Prediction   *Dec 2024*
- Developed a robust predictive model to estimate car selling prices utilizing **data mining** techniques and supervised **machine learning algorithms**.
- Identified key factors impacting price variations, improved model performance and achieved **90%+ prediction accuracy** using regression models.

Sales Performance Analysis: Uncovering Business Insights from E-Commerce Transactions   *Oct 2024*
- Consolidated and analyzed 12 months of sales data to identify **customer behaviour and revenue trends** using Python, optimizing sales strategies, enhancing revenue, and improving customer targeting.
- Provided actionable insights on product performance to drive **business decisions**.

HR Analytics Dashboard   *Jul 2024*
- Developed an interactive **Power BI dashboard** analyzing HR data for **1,470 employees**, assisting HR leadership identify key attrition trends and discovered an overall **16.1% attrition rate,** leading to targeted retention strategies.
- Streamlined data processing and cleaning processes **reducing analysis time by 60%**, improving decision-making efficiency.

ADDITIONAL

- Completed 5 star on Hacker Rank for SQL.