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# Pragya Goyal

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## PROFESSIONAL SUMMARY

Dynamic commerce graduate driving data-centric initiatives, leading strategic decisions, and enhancing team collaboration through effective business analysis and financial modeling. Committed to delivering impactful results and fostering a culture of informed decision-making.

## EDUCATION

### **Master of Computer Application (MCA)** | Amity University Online, Noida

2025 - Present

- Key Coursework -Java, Database Management Systems (DBMS), and Operating Systems
- Applying concepts through hands-on coursework and personal projects.

### **Bachelor of Commerce (BCom)** | Dr. Bhim Rao Ambedkar University, Agra

2022 -2025

- Graduated with the first division.
- Core Focus: Accounting, Statistics, Economics

## PROJECTS

### **Walmart's Retail insights optimization**

Jul 2025 | Tools: SQL

- Performed customer segmentation and sales growth analysis using complex SQL queries.
- Identified underperforming product categories and regional sales trends.
- Provided actionable insights to improve retail strategy and customer targeting.

### **Electric Vehicles Market Size Analysis**

Jul 2025 | Tools: Python (Pandas, MATPLOTLIB, Seaborn)

- Analysed EV adoption trends and conducted hypothesis testing on market factors.
- Detected outliers and applied correlation analysis to identify key drivers.
- Built a basic recommendation system to suggest market focus areas.

### **Airline Performance Analysis using Power BI**

Jun 2025 | Tools: Power BI, DAX, Power Query

- Cleaned & transformed airline data to analyse booking trends and tickets statutes.
- Built interactive dashboards with slicers, drill throughs, and real time KPIs.
- Published dashboard with Power BI service for access to others.

### **KPMG data analysis with Excel**

Apr 2025 | Tools: MS Excel

- Segmented customers and analysed sales trends for revenue forecasting.
- Estimated customer lifetime value (CLV) using Excel formulas and dashboards.

- Provided recommendations to enhance customer engagement strategies.

### AI Powered Telegram Chatbot

Oct 2024 - Mar 2025 | Tools: Python, NLP, Telegram API

- Designed & deployed a real time chatbot for user query resolution.
- Used natural language processing to handle multiple conversation flows.
- Aim to deliver a seamless, intelligent user experience as part of my BCA final year project

## TECHNICAL SKILLS

- **Programming & Scripting :** Python (Pandas, NumPy, MATPLOTLIB, Seaborn), SQL
- **Data Visualisation:** Power BI (DAX, Power Query), MS Excel (Pivot Tables, Charts, VLOOKUP)
- **Data Analysis:** Exploratory Data Analysis (EDA), Hypothesis Testing, Outlier Detection
- **Machine Learning:** Classification, Text Processing (NLP Basics), Scikit-learn
- **Databases:** MySQL
- **Tools & Platforms:** Power BI service, Jupyter notebook, anaconda, Git, telegram API

## CERTIFICATIONS & TRAININGS

### Data Science Course

Internshala Trainings | Feb 2025 - Present

- Hands- on modules completed:
  - Introduction To Data Analytics
  - Data Management And Analysis With MS Excel
  - Data Visualization With Power BI
  - SQL For Data Analysis And Insights
  - Python Data Preparation & Analysis

### Generative AI certification

Internshala Trainings | Jan 2025 - Jan 2025

- Learned core concepts of Generative AI, prompt engineering & explored real - world applications of GenAI tools in business, automation and education.

### IELTS - C1 Level (Overall Band 7.0)

British Council - IDP | Certified: 2025

- Certified in advanced English Proficiency (CEFR Level C1); strong communication skills

## EXPERIENCE

### InternsUp Innovations | Human Resources Intern

DEC 2024 - JAN, 2025, Remote

- Managed hiring drives and recruited via 4+ platforms, improving hiring efficiency.
- Coordinated with TPOs from 10+ colleges to gather student data and schedule interviews efficiently.
- Screened, interviewed, and shortlisted 50+ candidates across tech and business roles; supported onboarding to reduce communication gaps and joining delays.

## SOFT SKILLS

Communication | Problem Solving | Teamwork | Eagerness to Learn | Adaptability | Curiosity | Attention to Detail