

ANJALI HANSDA

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PROFESSIONAL SUMMARY

Data Analyst with experience in analyzing varied datasets to uncover insights in user behavior, product trends, and customer value. Proficient in SQL, Excel, and Python to develop models, reports, and dashboards that enable clear business decisions. Mastered skills through personal projects and structured learning, with a emphasis on clarity, context, and practical use. Eager to contribute to teams where data drives real outcomes and foster ongoing learning.

SKILLS

Programming & Querying: Python (pandas, NumPy, matplotlib, seaborn, Machine Learning Libraries), SQL Server, MySQL

BI Tool: Tableau, Power BI (Data Modeling, DAX)

Microsoft Office: MS Excel (Advanced formulas, PivotTables, Data Visualization), MS PowerPoint

ETL Tools: AWS Glue, Power Query

Soft Skills: Trend Recognition, Insight Communication, Visual Clarity, Stakeholder Alignment, Concise Reporting

INTERNSHIP PROJECTS

Data Analyst | CodTech Internship | Jan 2025 - Feb 2025

- Executed 4P Marketing Mix analysis and hypothesis testing (Mann-Whitney U, Chi-square) using Python to optimize customer acquisition and prioritize marketing campaigns with robust statistical insights.
- Cleaned and transformed 20K+ data by imputing missing values and creating derived variables to enable robust analysis.
- Recommended resource-efficient targeting strategies based on customer behavior, focusing on 25.5% of customers with high-response behaviors, projecting an 11% increase in campaign response rate, estimated using industry benchmarks.

Data Analyst | Oasis Infobyte Internship | Dec 2024 - Jan 2025

- Built a Tableau dashboard to analyze trends across 10,000+ Android apps, mapping installs, market share, and category rankings to uncover key growth opportunities.
- Generated scatterplots, heatmaps, and word clouds to examine app size, ratings, and user sentiment by analyzing 370K+ reviews, delivering feature optimization insights during stakeholder presentations.
- Implemented dashboard features, including filters (category, rating, app type) and competitor performance analysis, tracking over 20 key metrics, enabling downloadable reports for stakeholder to support strategic market positioning.

PROJECT EXPERIENCE

E-Commerce Business Expansion Analytics

- Conducted RFM-based segmentation using SQL, identified high-value users driving 40% of revenue for targeted marketing.
- Visualized sales trends and product performance using Tableau on 380K+ transactions, enabling inventory optimization.
- Proposed data-backed retention strategies (loyalty programs, re-targeting, subscriptions) projecting a 6.6% revenue increase and 13.4% transaction growth, grounded in industry norms.
- Analyzed over 2.8K products and 38 markets, driving strategic stock adjustments to enhance profitability.

Funnel Analysis for Ride Sharing App

- Designed a Tableau dashboard to track user behavior across key funnel stages (from app download to review submission), pinpointed a critical drop-off point where 50% of users exited, providing actionable insights to improve user conversion.
- Engineered SQL workflows to JOIN and transform 120K+ rows across three tables, uncovered demographic and platform trends to enhance user retention strategies.
- Evaluated over 10 ride-related wait time metric, driving strategic recommendations for improving operational efficiency.

CERTIFICATIONS

- Google Data Analytics Specialization
- UC Davis SQL for Data Science Specialization
- IBM Data Analysis with Python
- Macquarie University Excel for Business Specialization

EDUCATION

BSc. in Transport Technology, National Rail and Transportation Institute | Aug 2019 - Jul 2022

Relevant Courses: Data Analysis with R, Programming with Python, Mathematical Modeling in Excel, Statistics, Economics, Research Design

LEADERSHIP EXPERIENCE

Social Media Manager | TEDxNRTI | Aug 2021 - Apr 2022

President | Dance Club | Jul 2021 - May 2022

Co-founder | Graphic Design Club | Aug 2020 - Jun 2021