Shreya Singh

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Technical Skill

Languages & Databases: Python, Pandas, NumPy, SQL, PostgreSQL
Visualization Tools: Power BI, Matplotlib, Seaborn
Other Skills: Advanced Excel, Business Analysis, Data Analysis

Projects

Netflix Movie Data Analysis |Jupyter Notebook , *Data cleaning , Python, Matplotlib , Seaborn , numpy, pandas*
- Use Pandas, Numpy and visualization libraries to analyze Netflix content.
- Analyze genres having the highest votes and movies which got the highest Popularity as well as lowest popularity.
- Identified that "Spider-Man: No Way Home" accounted for over 80% of popularity votes in its genre, suggesting a significant audience preference for blockbuster superhero content.
- Observed that the year 2020 had the largest volume of movie releases in the dataset, indicating a significant production peak.

Zomato Data Analysis |Jupyter Notebook*, Data cleaning, Python, Matplotlib*
- Explored a Zomato restaurant dataset to uncover insights into customer behavior and spending patterns.
- Focused on restaurant ratings votes and customer preferences to identify popular dining choices.
- Revealed that over **50%** of customers gave the highest number of votes to dining restaurants, indicating strong preference for dine-in experiences.
- Determined that couples typically spend around **₹300** per order**, suggesting opportunities for** targeted promotional offers.

Interactive Power BI Dasboard – Mobile Sales Analysis |Power BI, *Data modeling and cleaning*
- Developed a Power BI dashboard to analyze ₹68M in mobile sales from 325 transactions, revealing that Mumbai alone contributed over **32%** of total sales, while Vivo S1 emerged as the highest-selling model with ₹8M in revenue.
- Identified that Tuesday generated peak sales **(~₹11.6M) while** Thursday had the lowest **(~₹8.2M)**, **and found** Cash and Debit Card accounted for the most used payment methods **(52% combined)**.

Online Book Store |PostgreSQL, *Sql, excel*
- Analyzed purchase behavior of 500 customers using advanced SQL queries on an online bookstore database, identifying top genres, high-spending users, and order frequency trends, which simulated insights for marketing and sales optimization.

Excel Dashboard for McDonald's Sales Trends & Analysis
- Evaluated **$2,544** in total sales with $890 profit across 87 customers, highlighting strong profitability with over 85% order success, 8**9%** profit efficiency, and 87% customer acquisition rate.
- Surfaced key satisfaction drivers: Availability (**95%), Hygiene (93%), and Quality (86%),** while Service **(53%)** and Speed **(54%)** showed improvement opportunities.

Awards & Certificates

BCG GenAI Job Simulation – Forage | May 2025
- Completed BCG's GenAI job simulation on Forage, developing an AI-powered financial chatbot using **Python and Pandas** for data manipulation.
- Interpreted **10-K and 10-Q financial reports** to generate user-friendly insights, applying rule-based logic for chatbot response automation.

Education

Indira Gandhi National Open University (IGNOU)	**July2022 – Present**
Bachelor of Computer Applications (BCA)	*New Delhi*