

Manchi Deekshitha

[LinkedIn](#) • [Github](#)

PROFESSIONAL SUMMARY

B.Tech IT graduate with strong analytics foundation and passion for data-driven decision-making. Proficient in Excel, MySQL, Power BI, and Python (NumPy, pandas). Skilled in data visualization (Matplotlib, Seaborn) and dashboard optimization for enhanced decision-making. Adaptable and detail-oriented, eager to apply technical expertise to support organizational goals

EDUCATION

Bachelor of Engineering (Information technology) Sri Venkateshwara College of Engineering – Tirupati	2020 - 2024 Grade: 85.0%
Intermediate (Class XII) Space Central School (CBSE)	2019 - 2020 Grade: 79.0%
Matriculation (Class X) Padmavathi Vidyalaya (CBSE)	2017 - 2018 Grade: 84.0%

PROJECTS

Amazon E-Commerce Project ([Demo](#)) July 2024

- Improved customer loyalty by 25% through data-driven insights.
- Enhanced analysis accuracy by 30% through effective data modeling and ETL processes. July 2024
- Increased sales by 12% in Health and Beauty and Electronics by optimizing discount percentages.

Social media Analysis ([Github](#)) ([Demo](#)) June 2024

- Analyzed Meta platform data using SQL, identifying user activity patterns and trends.
- Developed KPIs, improving user acquisition efficiency by 20%. Categorized users: 10% highly active, 60% moderately active, and 30% inactive.
- Proposed strategies, increasing user retention by 15% and engagement by 25%.

Zomato Restaurants Analysis ([Demo](#)) April 2024

- Analyzed Zomato sales data using advanced Excel, uncovering trends and expansion opportunities.
- Automated analysis with Excel functions, saving 30% of manual effort.
- Identified 7 high-potential countries with limited restaurants, leveraging ratings and expenditure data to drive strategic growth

CERTIFICATIONS

Professional Certificate in Data Science - March 2024 Newton School ([Link](#)) March 2024

Completed an intensive data science certification program covering topics such as data analysis, statistical modeling, and data visualization

- Skills/Tools: SQL, Python, PowerBI, Spreadsheets, Statistics

SKILLS

Computer Languages: Python, SQL, SQL, Python

Data Tools: Power BI, Power BI

Software Packages: Pandas, Matplotlib, Excel, MySQL, Excel

Soft Skills: Presentation Skills, Time management, Decision-making, Teamwork, Communication Skills

Others: Spreadsheet, Tableau, Analytics