

# Manchi Deekshitha

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## PROFESSIONAL SUMMARY

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B.Tech graduate in Information Technology with 10 months of experience as a Project Engineer at Wipro, with a strong interest in data analytics. Proficient in Excel, MySQL, Power BI, and Python (NumPy, Pandas) for data analysis, cleaning, and visualization. Detail-oriented professional currently upskilling in Python and Generative AI, seeking opportunities to contribute as a Data Analyst.

## EDUCATION

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

## EXPERIENCE

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<b>Project Engineering</b> WIPRO	September 2025 - Present <i>Chennai</i>
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- Supported data migration, validation, and quality assurance activities.
- Assisted in data cleaning, transformation, and reporting using Excel and Python.
- Prepared documentation, reports, and operational support tasks. Undergoing training in Machine Learning, Data Analytics, and Generative AI technologies.

## PROJECTS

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<b>Hotel Booking Data Analysis (EDA)</b> ( <a href="#">Github</a> )	August 2025
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- Conducted end-to-end exploratory data analysis on hotel booking data using Python, Pandas, Matplotlib, and Seaborn.
- Identified booking trends, cancellation patterns, seasonal demand, and customer behavior through data visualization.
- Delivered business insights to support pricing strategies, occupancy planning, and customer retention.

<b>Amazon E-Commerce Project</b> ( <a href="#">Demo</a> )	July 2024
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- 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.

<b>Social media Analysis</b> ( <a href="#">Github</a> ) ( <a href="#">Demo</a> )	June 2024
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- 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%.

## CERTIFICATIONS

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<b>Professional Certificate in Data Science - March 2024</b> Newton School ( <a href="#">Link</a> )	March 2024
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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

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**Computer Language:** Python, SQL  
**Soft Skill:** Communication Skills, Decision-making, Presentation Skills, Teamwork, Time management  
**Databases & Data Tools:** Excel, MySQL, Power BI, Spreadsheet, Tableau  
**Domain & Business Skills:** Analytics  
**Frameworks & Libraries:** Matplotlib, Pandas