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DEVANG MAHIMKAR

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Junior Data Analyst

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devangm206.github.io/Portfolio_website



SKILLS

Data Analytics | SQL . Excel . Google Sheets . Google BigQuery . Python for Data Analysis

Data Reporting | Power BI . Tableau .

Matplotlib . Seaborn . KPIs . ETL

Team Management | Leadership .

Collaboration . Decision-Making

Soft Skills | Communication . Strategic Thinking . Problem-Solving . Analytical-thinking . Continuous Learning

EDUCATION

Bachelor of Artificial Intelligence & Data Science

New Horizon Institute of Technology & Management

CGPA: 9.0/10

2020 – Present

CERTIFICATIONS

- Google Data Analytics
- Product Analytics Micro-Certification (PAC)
- Udacity: SQL for Data Analytics
- Share Data Through the Art of Visualization

EXTRACURRICULARS

- Delivered a seminar focused on organizational hierarchy and leveraging LinkedIn for professional networking and career advancement.
- Founder & General Secretary of the AI&DS Student Association in my institute
- Successfully managed the annual cultural festival at my institute as the Joint Cultural Secretary
- Organized hands-on seminars and expert talks for the students.

PROJECTS

Customer Segmentation & Product Analysis

- Conducted thorough analysis of sales and customer data to uncover significant trends and opportunities within the market landscape.
- Identified high-value customer segments suitable for targeted marketing strategies and conducted detailed assessments of product revenue and key performance metrics.
- Analyzed sales volume, profitability, and market share to gain insights into product performance.

Promotion Campaign Performance Analysis

- Analyzed promotional campaigns and product data to evaluate the performance of each campaign and its impact on revenue.
- Conducted a comprehensive examination of campaign-specific KPIs, including Incremental Sold Units, Revenue and conversion rates.
- Developed detailed reports and visualizations to communicate findings effectively to stakeholders
- Provided recommendations for optimizing future promotional activities to enhance overall campaign effectiveness and revenue generation

ClearWay Companion: Aid for Visually Impaired

- Designed and developed a smart hat prototype to assist visually impaired individuals in navigating their surroundings.
- Directed the hardware design, AI integration & engineering efforts, including microcontroller programming, incorporating Deep Learning algorithms and sensor interfacing.
- Collaborated with a multidisciplinary individuals to integrate advanced object detection algorithms into the prototype, enabling real-time identification of obstacles with audio and haptic feedback.
- Published a research paper on this project in the Journal of Systems Engineering & Electronics (JSEE), showcasing the smart hat's technological advancements and creative approaches.

EXPERIENCE

Nuvama Wealth

Data Analyst Intern | June 2023 – July 2023

- Utilized the company's NBFC datasets to extract and generate key business insights, employing Power BI as the primary analysis and report creation platform..
- Implemented and conducted end-to-end testing of the AI-powered Q&A feature in Power BI, successfully reducing insight generation time and accelerating report generation through the implementation of AI-powered features..
- Received positive feedback from supervisors for contributions to project success and commitment to delivering high-quality work.