SHIKHA CHOUDHARY

ACADEMIC PROFILE

PGDM - Business Analytics	76.00 %	Jagdish Sheth School of Management, Bangalore	2025
M.Com - Economics	53.22 %	Government Commerce Girls College, Kota	2020
B. Com - Business Administration	61.15 %	Government. Commerce Girls College, Kota	2018
Class XII (CBSE)	86.00 %	Central Academy School, Kota	2015
Class X (CBSE)	81.00 %	Central Academy School, Kota	2013

AREAS OF STUDY

- Business Requirements Analysis, Data Visualization, Database Management System, Business Forecasting, Unstructured Data Analytics, Data Pre-processing, Introduction to Artificial Intelligence and Machine Learning

WORK EXPERIENCE(S)   3 Months

Motion Education Institution, Kota, Rajasthan	Business Development Executive	Feb-2023 – Apr-2023

- Business Development Plans: Developed strategic Business Development Plans aimed at marketing to teaching faculties and top-ranked IIT and NEET students in schools across various cities..
- Lead Square: Did Lead Generation & Tracking using LeadSquare CRM
- Technique: Used cold calling technique tailored to the needs of IIT-JEE/NEET educational institutions.

ACADEMIC PROJECT(S)

Clustering and Sentiment Analysis of Zomato Restaurants: Data-Driven Insights for Market Optimization

- Machine Learning Project: Using Jupyter Notebook analyzed and provide actionable insights for the restaurant industry, helping stakeholders understand market trends, identify top-performing restaurants, and uncover areas for improvement based on review sentiments.
- Restraurant and Reviewers Data Analysis: Performed Data Pre-processing, Exploratory Data Analysis (EDA), Clustering and Sentiment analysis to identify areas of improvement for restaurants.
- Key Libraries used: Utilized Pandas, Numpy, Matplotlib, Seaborn, Scikit-learn, NLTK, WordCloud, Textblob etc.

Comprehensive Sales Insights and Dashboard: 10% Cost Savings and 20% Time Efficiency with Power BI and MySQL

- Visualization Project: Using Power BI created interactive and automated dashboard to track and analyse sales data.
- ETL & Modeling: Did project planning, Data Integration performed ETL , Data transformation and employed DAX for data modeling.

Enhancing Google Play App Visibility Through Data Analysis

- Visualization project: Using Jupyter Notebook Examined factors influencing app performance to boost visibility for promising apps.
- Analysed what makes an app perform well - size, price, category, or multiple factors together, using Pandas, NumPy, Matplotlib, seaborn and created visualizations to illustrate the factors making an app perform well.

CERTIFICATIONS

Fundamentals of Business Analysis	Starweaver (Coursera)	2024
SQL for Data Science	University of California, Davis (Coursera)	2024
Excel Skills for Business: Advanced	Macquarie University (Coursera)	2023

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	**Committee Coordinator – PEP & Sports Committee** - Event Organization: Conducted various sports events and personality enhancement programs, including debates, as a member of the Personality Enhancement Program and Sports Committee. - Event Coordination: Managed IIP Viva-Voce, Mock GDPI Rounds.	**2023 - 2025**

ACCOMPLISHMENTS

Competitions and Activities	- **Press Media Conference**- Participated in this competition organized by PR media committee in Jagdish Seth School of Management. - Lead Walkathon, part of **Kanyathon** event (charity Event), organized by Jagdish Seth School of Management.

SKILLS	R and Python, Data Visualization (Tableau and power BI), MS Excel, SQL, Business Analysis Techniques (BABOK)