

Janhavi Deshmukh

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WORK EXPERIENCE

VARD (Data Analytics Startup)

Remote

Product Management Volunteer

Dec 2022 - Present

- Orchestrated development of collaborative software for data analytics, with functional requirements aligned to customer feedback from 100+ development interviews.
- Visualized customers' and 10+ competitors' data in Power BI and DAX and showcased market insights on dashboards in Power BI Service.
- Implemented data management and validation in Excel, reducing time spent on customer development-based requirements analysis by 40%.

The Sparks Foundation

Remote

Data Science Intern

May 2021 - Jun 2021

- Pioneered the development of a data analysis system that included Python & Jupyter Notebooks for cleaning expansive datasets, saving up to 2 hours per day.
- Leveraged Python & visualization tools to generate insights from data sets of 1000+ data points, enabling the team to effectively present findings and project recommendations.
- Utilized SQL and Excel to conduct ad-hoc analysis for 7+ clients.

Journey To Health

New Delhi, India

Data Entry Analyst

Mar 2019 - Apr 2021

- Analyzed client data to discover user volume and profit for each month, resulting in a 10% increase in customer engagement.
- Built a client record-keeping system in Excel, enhancing data quality & consistency with drop-down menus & formulas which resulted in a decrease of 1.5 hours in record-keeping time per 25 clients.

EDUCATION

University of Alberta

Edmonton, Alberta

Bachelor of Science Specialization in Computing Science

Graduation Date: Jan 2023

PROJECTS AND CERTIFICATIONS

Accenture Virtual Experience on Forage

Participant, Data Analytics and Visualization

- Explored 10,000+ rows of client data to find top-performing content on their social media platform.
- Discovered and addressed constant user engagement on the platform for June 2020 to June 2021.
- Formulated an advertising strategy to increase user engagement and revenue earned through business partners.

Visualizing The Weeknd in Power BI

- Mobilized Power BI to visualize The Weeknd's top 5 most popular songs, resulting in a reader-friendly report for a better understanding of his music within 1 week.
- Developed a Python script that extracted 100+ songs and their features from Spotify's API, using the spotipy library and Spotify Web API.

Customer Demographics Dashboard in Excel

- Designed a dashboard to track 1000+ target customers' age, commute distance, and income and whether they bought bikes or not.
- Incorporated slicers based on 5 different customer aspects to facilitate easier market segment analysis.

SKILLS

Skills: Microsoft Office Excel, Python (numpy, pandas), SQL databases and scripting, Power BI

Portfolio: <https://janhavi0210.github.io/aboutme/#/>