Deeksha Tewari

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PROFILE

MSc Business Analytics student with expertise in Python, SQL, Power BI, and Tableau. Proven track record in data analysis, visualization, machine learning, and delivering actionable insights. Highly organized problem solver with excellent communication skills, passionate about leveraging data analytics for healthcare innovation and business efficiency.

EDUCATION

University of Limerick, MSc in Business Analytics   2024 – 2025
Modules: Database Systems, Data Analytics, Decision-Making, Project Management, Machine Learning

National Institute of Fashion Technology, Bachelor's in Fashion Technology   2019 – 2023
Relevant Coursework: R/Python for Data Analytics, DBMS, Microsoft Excel

SKILLS

Analytics & Data Science: Python, R, SQL, Excel
Visualization & Reporting: Power BI, Tableau
Business Tools: PowerPoint, Outlook, Word
Methodologies: CRISP-DM, KPI Dashboards, EDA, SDLC Awareness
Soft Skills: Clear Communication, Problem-solving, Detail-oriented, Adaptable, Organized

EXPERIENCE

Business & Data Analytics Intern
YBI Foundation — Remote   April 2025 – Present

- Analyzed datasets using Python, performing data cleaning, transformation, and exploration with Pandas and NumPy.
- Created business insights through visualizations using Matplotlib and Seaborn, including bar charts, scatter plots, and heatmaps.
- Applied machine learning algorithms such as Linear Regression, Logistic Regression, and K-Nearest Neighbors (KNN) for predictive analysis.
- Understood and explored AI concepts like Supervised Learning, Deep Learning, and Generative AI.
- Completed a capstone data analysis project and passed final evaluations, receiving an internship completion certificate.

Business Analyst Intern
MueNot Technologies Pvt. Ltd. — Jaipur   Jul 2023 – Jan 2024

- Conducted data analysis on user behavior for short-form video content; identified early drop-offs and improved watch time by 20% through content revisions.
- Executed A/B tests on video thumbnails and titles; improved click-through rates (CTR) by 15%.
- Developed automated dashboards using Excel and Power BI to track KPIs, reducing report creation time by 30%.
- Analyzed session duration data and proposed optimizations that led to a 12% increase in average user session time.

Operations & Process Improvement Intern
Indaco Jeans Factory — Mumbai   Jan 2023 – Apr 2023

- Enhanced production performance by improving the cut-to-ship ratio from 86% to 92% using DMAIC.
- Reduced defect rates from 6.37% to 2.1% through root cause analysis (Pareto, Fishbone).
- Created performance dashboards to monitor KPIs and support management decisions.
- Gained practical exposure to operations analytics and business process optimization.

PROJECTS

Adidas US Sales Dashboard – Business Analytics Project

- Customized an interactive Tableau dashboard based on Adidas US sales data to highlight sales performance by region, product category, and retailer.
- Interpreted business trends to support strategic decision-making and improve sales insights.
- Utilized Tableau and Excel for data visualization and analysis.

Predictive Analytics – Credit Risk & Customer Churn

- Built ML models (Random Forest, SVM, XGBoost, LSTM) with high accuracy (95% for credit risk).
- Used CRISP-DM for preprocessing and SHAP values for feature explainability.

CERTIFICATIONS

- **PL-300: Microsoft Power BI Data Analyst** — Udemy
- **Google Data Analytics Professional Certificate** — Coursera
- **Excel Essential Training: Microsoft 365** — LinkedIn Learning
- **Introduction to Statistics in R** — DataCamp