Bhumi Mehta

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Summary:

Data-driven and analytical professional with experience in data analytics, strategy, and business intelligence. Skilled at leveraging SQL, Python, Power BI, Tableau, and Excel to extract insights, optimize decision-making, and drive business impact. Enthusiastic about problem-solving, financial modeling, and strategic planning. Strong communicator with experience presenting findings to stakeholders and contributing to impactful business solutions.

Skills:

- **Data Analysis & Visualization:** SQL, Python (Pandas, NumPy, Scikit-Learn, R, Power BI, Tableau, Excel(Advanced), Google Analytics, SEMrush, MS Access.
- **Business & Strategy:** Financial Modeling, Market Research, Competitive Analysis, A/B Testing, Hypothesis Testing
- **Machine Learning:** Predictive Modeling, Classification, Regression.
- **Data Engineering:** Data Cleaning, ETL Processes, Database Management.
- **Soft Skills:** Problem-Solving, Critical Thinking, Stakeholder Communication, Storytelling with Data, Collaboration, Adaptability, Time Management.

Work Experience:

Data Analyst Co-op

CF Huron | Remote | Present
- Gather and clean socio-economic data from sources like Rural Ontario Institute Dashboard and Lightcast, analyzing key indicators such as employment, housing, and health trends.
- Conduct regional and national comparisons of Huron County's economy and explore statistical techniques like regression analysis to identify trends and opportunities.
- Develop interactive dashboards and reports using Power BI and Excel to present findings to stakeholders and support decision-making.
- Provide data-driven insights on economic development, housing affordability, and healthcare access to help guide local policy and investment decisions.

Data Analyst Intern

Pathscape.app | Toronto, ON | Nov 2023 – Aug 2024
- Conducted data-driven strategy analysis for business insights, increasing operational efficiency by 15%.
- Developed interactive dashboards in Tableau and Power BI, streamlining decision-making for executives.
- Utilized SQL queries to extract and analyze large datasets, identifying key business trends.
- Implemented predictive models in Python to assess customer behavior, improving retention strategies.

Data Science Intern

Runwei | Toronto, ON | Nov 2023 – Apr 2024
- Developed predictive models to analyze customer behavior and credit risk, improving decision-making strategies by 15%.
- Conducted A/B testing and customer segmentation analysis, providing insights for optimizing marketing strategies.
- Created interactive Tableau dashboards visualizing business KPIs, reducing reporting time by 30%.
- Automated data preprocessing using Python and SQL, improving data pipeline efficiency.

Associate Quality Assurance Engineer

Rizzle | Hyderabad, India | May 2022 – Jun 2023
- Conducted testing and analysis to identify and solve complex problems related to software performance.
- Applied analytical methods and created reports to improve user experience and customer satisfaction.
- Collaborated with product managers and development teams to define testing strategies for product launches.

Education:

Post Graduate Diploma in Analytics for Business Decision Making   **Sept 2024 - Apr 2025**
George Brown College, Toronto, ON | Grade: 3.88 GPA | Dean's Honors List(Fall 2024 term)

Post Graduate Diploma in Predictive Analytics   **Sept 2023 - Apr 2024**
Conestoga College, Kitchener, ON | Grade: 3.51 GPA

Master of Computer Applications   **June 2019 - May 2022**
MIT WPU, Pune, India| Grade: 9.18 GPA | Secured 2nd Rank at University level

Projects:

LinkedIn Job Data Analysis
Tools Used: Python (BeautifulSoup for Web Scraping), Pandas, Power BI
- Web scraping project to collect real-time job data from LinkedIn.
- Performed exploratory data analysis (EDA) and built interactive dashboards to visualize job distribution by location, top hiring companies, and the frequency of required skills.
- Built insights to help businesses gain an edge in recruitment and talent acquisition strategies.

Insurance Data Analysis
Tools Used: Python(Pandas, Matplotlib, Seaborn), Excel, R(for Regression Analysis)
- Conducted EDA on an insurance dataset focusing on predictive modeling and linear regression to predict insurance charges based on customer attributes.
- Created data visualizations (e.g., scatter plots, bar charts) to support findings and recommendations.
- Used Python for data cleaning and SQL for querying large datasets to uncover trends.

Social Media Sentiment Analysis on Political Personality
Tools Used: Python, Brand24,Social Searcher, SEMrush
- Scraped and analyzed social media data using Brand24, Social Searcher, and Python, focusing on public sentiment around political discourse.
- Conducted sentiment analysis and visualized metrics using Matplotlib and Seaborn for clear data storytelling.
- Presented findings in a compelling report showcasing public opinion trends and actionable insights.

Certifications:

- Data Analytics Essentials Certification — Cisco
- Google Data Analytics Professional Certificate
- British Airways - Data Science Job Simulation
- PwC Switzerland – Power BI Job Simulation
- Data Analytics Bootcamp - Code Basics