VRITHIK PRINCE

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Career Objective

Pursuing a postgraduate degree in Big Data Analytics with a strong passion for leveraging data to drive impactful decisions. Dedicated to solving real-world challenges and contributing to organizational success through data-driven solutions. Committed to creating meaningful change with innovative analytics.

Work Experience

Artium Academy, Surat   Mar 2023 – Jan 2024
Executive Customer Experience

- Streamlined communication for demo participants by implementing a messaging solution, reducing time from 2 hours to 1 minute, and created a user manual for a seamless first-time experience.
- Assisted in developing engagement strategies to boost customer retention and promote course enrollment.
- Analyzed user feedback to identify pain points and worked with cross-functional teams to enhance platform usability.

Internship Experience

Unimarg, Ahmedabad   Oct 2024 - Present
Business Analyst Intern

- Crafted posts and documents for LinkedIn which showed a rise of 65.27% rise in engagement rate in the month of October.
- Collaborated with cross-functional teams to gather and document business requirements for new initiatives.

Zomato, Surat   Sep 2022 – Jan 2023
Food Photographer Intern

- Covered 450+ outlets connected with Zomato and captured around 50-100 food items on an average in a day.
- Ensured brand consistency by adhering to Zomato's visual guidelines and standards for food presentation.
- Edited and optimized photos using tools like Adobe Photoshop/Lightroom to improve image quality and appeal.

Academic Projects

IMDb Movie Dataset Analysis   Dec 2024 - Dec 2024
Project using Python and Pandas

- Analysed IMDb dataset using Pandas to identify the top 3 countries producing the maximum number of movies.
- Evaluated movie genres to determine the top-performing genre based on ratings.
- Calculated the total number of movies that did not exceed their budget, classifying them as flops, and identified seasonal trends in flop status.
- Uncovered top 3 months where maximum number of flops were recorded depending on the budget and revenue collected.

Life Expectancy
Dec 2024 - Dec 2024

Project using Power BI
- Analyzed healthcare spending, showing high HDI countries invest 7.12% of GDP in healthcare versus 4.06% in India, Pakistan, and China.
- Highlighted under-5 mortality gaps, with high HDI countries at 0.65/1,000 compared to 1.81k deaths in India.
- Discovered no clear link between alcohol consumption and life expectancy, emphasizing healthcare and lifestyle's role.

CO2 Emission of 36 developed and developing nations
Oct 2024 - Oct 2024

Project using Excel
- Conducted In-Depth Data Analysis to Uncover Significant Insights into CO_2 emissions.
- Preprocessed datasets with 1,146 missing values using Excel's data cleaning and imputation techniques.
- Analysed % rise and fall in CO_2 emission of a country when land use change (LUC) factor gets added.
- Created dynamic dashboard, including charts and pivot tables, enabling trend analysis by country.

Rainfall analysis of Gujarat and Maharashtra
Oct 2024 - Oct 2024

Project using SQL and Python
- Used SQL to get insights on a set of pre-given problem statements.
- Connected SQL database with Python and using ODBC driver.
- Utilized Pandas library to extract insights from the dataframe of Gujarat and Maharashtra
- Analysed the data to understand which state is more prone to having extreme rainfall.

Skills

Data Visualization	Programming	Soft Skills	Others
- Microsoft Power BI	- SQL	- Communication	- HTML/CSS
- Microsoft Excel	- Python	- Adaptability	- Bootstarp

Certifications

Python for Data Science IBM	Statistical Analysis Fundamentals using MS Excel IBM
Create Charts and Dashboards using MS Excel Coursera	Data Visualization with Python IBM

Education

Adani Institute of Digital Technology Management PGDM – Big Data Analytics	2024 – Present **CGPA 3.86/4.33**
Maharaja Agrasen Himalayan Garhwal University Bachelor in Business Administration	2019 – 2022 **CGPA 6.69/10.00**

Personal Details

Date of Birth	: 27th June 2000
Languages Known	: Malayalam, Hindi, Gujarati, English
Hobbies	: Skipping, Photography, Videography