

# MEENAKSHI NAGAR

Kamla Nagar, New Delhi, India

Mobile: 9717954685

## Electronics and Communication Engineering

Bhagwan Parshuram Institute of Technology

GPA : 9.3 till 8<sup>th</sup> Sem

### LINKS :

LinkedIn:// [www.linkedin.com/in/meenakshi-na](http://www.linkedin.com/in/meenakshi-na)

### Skills :

Excel, Power Bi, Tableau

,Google Data

Studio, Statistics

### LANGUAGE

SQL, Python

### DATABASES

DBMS, SQL

### EDUCATION (2019-2023)

B.Tech in ECE

BPIT, NEW DELHI

GPA: 9.3/10

### INTERMEDIATE (2018-2019)

Queen Mary School, New Delhi

Percentage: 74.5%

### HIGH SCHOOL (2016 – 2017)

Queen Mary School, New Delhi

Percentage: 89.8%

### CERTIFICATES:

Business Analyst from Pepcoding

Google Data Analyst

Email: [meenakshi27301@gmail.com](mailto:meenakshi27301@gmail.com)

### Experience (Feb 2023 - March 2024)

Working as an “Operational Analyst” in Collegedunia

- Managing delivery of Key Accounts
- Responsible for keeping record of every onboarded clients, making processes, mandates and policies for campaign optimizations.
- Planning cost effective digital marketing for generating redirection leads and improving conversion rates.
- Optimized Inventories for better results in CPL, Branding and Traffic Redirection Campaigns.
- Prepared dashboards through Excel. Building weekly reports that include client status issues, POA, risk logs, scope, changes and project milestones.
- Working with multiple team to make the campaign successful.
- Lead process optimization initiatives, resulting in significant cost savings & increased efficiency.

### PROJECTS :

#### Building Crypto Dashboard

#### Key Skills: Power BI

- Worked on visualization of crypto currency using Power Bi
- Developed a Report on crypto currency to Analyse the highest price , average price and average market cap of crypto currency for year 2013 to 2022.
- Used aesthetics , graphs, slicers, useful links, bars at the top of the dashboard and some cards.