PARUL SONI
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PROFILE SUMMARY

Frontend/UI Developer with **7 years of experience,** delivering **100+ responsive,** pixel-perfect web projects using **HTML, CSS, JavaScript, React, and WordPress,** with expertise in **performance optimization** and **cross-browser compatibility.**

Currently **TRANSITIONING** into **Data Science & Analytics,** combining UI expertise with data analysis and visualization to build intuitive, data-driven solutions.

Analytical and detail-oriented **MCA from GTU**, aspiring to build a career in **Data Science and Business Intelligence**. Experienced in collecting, cleaning, and analyzing data using Python, SQL, and visualization tools like Power BI and Excel. Completed multiple industry-relevant certifications in **Data Analytics, Python, Statistics, and SQL**, and gained hands-on exposure through internships with **Deets Digital**.

Passionate about using data to tell stories, derive insights, and support strategic decision-making. Currently enhancing expertise in **Generative AI, Predictive Analytics, and Dashboard Design**.

KEY SKILLS

- **Programming & Querying:** Python, SQL
- **Data Analytics:** Data Cleaning, Data Wrangling, EDA, Descriptive Statistics
- **Visualization Tools:** Power BI, Tableau, Microsoft Excel, Machine Learning, AI.
- **Machine Learning:** Regression, Classification, Model Evaluation
- **Libraries & Tools:** Pandas, NumPy, Matplotlib, Scikit-learn, Jupyter Notebook.
- **Other Skills:** Data Storytelling, Reporting, Problem Solving, WordPress Development, Git, Adobe Photoshop, Adobe XD, Bootstrap, React js, html, CSS, Responsive & Mobile-First Design.

PROFESSIONAL EXPERIENCE

Fly The Nest – *Ahmedabad, Gujarat*
Data Science Trainee | *Nov 2025 – Present*

I recently joined a Data Science Trainee at Fly the Nest. During this journey, I worked on:

- Conducted **data preprocessing and exploratory analysis** using Python and SQL.
- Assisted in building and optimizing **machine learning models** for structured datasets.
- Collaborated with senior analysts to prepare **automated dashboards** for internal reports, reducing reporting time by **30%**.

Abbacus Technologies – *Ahmedabad, Gujarat*
Senior UI Developer | *Dec 2019- July 2024*

Expertly converted over 100 PSD, Figma, and Adobe XD designs to HTML and WordPress, Bootstrap.

- Created cross-browser and device compatible user interfaces.
- Was responsible for monitoring and improving front-end performance.

Alakmalak Technologies – *Ahmedabad, Gujarat*
Web Designer | *Sep 2018 - Nov 2019*

- Efficiently converted websites from PSD to HTML, employing the power of Bootstrap, jQuery and WordPress.

Softqube Technologies Private Limited – *Ahmedabad, Gujarat*
Data Science Trainee | *Feb 2017 – Sep 2018*

- Crafted a modern, responsive website design utilizing WordPress, HTML and CSS as an accomplished web designer.

EDUCATION

Ahmedabad University – Ahmedabad, Gujarat

Master of Computer Applications (MCA) | *2011-2012*

Relevant Coursework: Data Analytics, Python Programming, Database Management, Machine Learning, Data Visualization

PROJECTS AS UI DEVELOPER

- **https://findkaizen.ae (React)**
- **https://outthedoorplumbing.com (WordPress)**
- **https://cleverair.com (WordPress)**
- **https://vosslerplumbing.com (WordPress)**
- **https://castleandcubby.com.au (WordPress)**

PROJECTS AS DATA SCIENTIST

- **Swiggy Sales Data Analysis(Excel): GitHub**
  Built a **Linear Regression** to forecast monthly sales using year 2024 of historical data.
  Achieved **15% higher accuracy** than the company's existing model and automated visualization reports.

- **Retail Sales Analysis Dashboard (Excel): GitHub**
  Designed an **interactive 3 dashboard for 2024**, visualizing key academic metrics such as
  Goal: Build a dashboard summarizing sales across Regions, States, and Categories.
  Goal: create an interactive dashboard to analyse the sales person performance.
  Goal: Create a fully interactive dashboard.

- **Energy Summary Analysis (Excel): GitHub**
  Global Energy Overview Find total energy supply by region.

- **Real Time Blinkit Analysis (Excel): GitHub**
  Analysed datasets to study Blinkit sales Trends.

- **Regional_Energy_Summary_Analysis_2026 (Excel): GitHub**
  Analysed datasets to study by region Energy Trends (world).

ACHIEVEMENTS & INTERESTS

- Completed **7+ data analytics certifications** by Coursera, Google, and Microsoft.
- Regular participant in **Kaggle competitions** and **data hackathons**.