MANISHA DESHAR

Chapagaun, Lalitpur, Nepal
desharmanisha@gmail.com | [Linkedin](#) | [Github](#)

Education

Bachelor's in Computer Science and Information Technology (BSc.CSIT)
St. Xavier's College, Tribhuwan University | Kathmandu, Nepal (Aug 2017-Aug 2022)

10+2, Science (Mathematics Major)
VS Niketan High Secondary School | Kathmandu, Nepal (Jul 2015 - Jul 2017)

Experiences

Bhoos Entertainment Pvt. Ltd., Kathmandu, Nepal (Jan 2020 - Present)

Data Analyst
- Develop and automate app performance dashboards with Application Programming Interface (API) and a database of Bhoos products: Marriage Card Games By Bhoos, CallBreak Legend, and Ludo Legend
- Develop data pipelines for Exploratory Data Analysis (EDA) and automated monthly app reports
- Lead, supervise, and mentor data analytics interns to ensure smooth operations of the department
- Conduct different kinds of experiments in apps, including A/B tests, to understand user behavior
- Work closely with the growth and top management team in planning to run effective campaigns to acquire new users and improve user retention
- Build Looker Studio dashboards for quick ad-hoc reports of all apps, set up Google Analytics (GA4)
- Set up user tracking mechanisms in apps during the campaigns to assess the effectiveness of the ad campaigns and make future recommendations
- Conduct market research and analyze user behavior, such as user churn and user engagement in the game, to make data-driven decisions

Trainee, Data Analytics (Jun 22-Oct 22)
Intern, Data Analytics (Jan 22-May 22)

Support My School, **Kathmandu, Nepal (Jun 2024 - Present) | Part-Time**
Co-founder and Data Analyst
- Co-founded *Support My School*, a civic-tech platform strengthening student engagement and budget transparency in public schools across Nepal.
- Led data collection and analysis of surveys from 500 students across Bagmati, Lumbini, and Gandaki provinces to assess demographics, satisfaction, infrastructure, and budget awareness
- Delivered capacity-building workshops (design thinking, internet safety, digital finance) and managed donor reporting, documentation, and stakeholder communication.
- Built the organization's digital presence and supervised 3 interns through a structured 3-month training program in data analysis and software development in partnership with WLiT.

Samaj Dental Hospital, Kathmandu (Mar 2021-Oct 2021)
Graphics Designer/Social Media Manager

- Created the daily digital content, including graphics and videos, and managed social media presence
- Conducted market research, generated reports, and communicated with the executive team on user engagement strategies.

Amnil Technology, **Kathmandu, Nepal (May 2024-Aug 2024)**
Consultant Data Analyst
- Worked for Ncell Axiata Limited to establish a foundation for Google Analytics of the Ncell mobile application.
- Defined that the data needs to be addressed while developing campaigns for the target audience
- Developing the Looker Studio dashboards to have the user behavior and user flows

Research Assistant (Oct 2023-May 2024)
- Interviewed respondents in person and over the phone for research projects on ward-level gender quotas and electricity provision in rural Nepal
- Translated primary and secondary materials between Nepali and English

Selected Projects

Econometric Analysis of Socio-Economic Indicators of Nepal (2025)
- Analyzed World Bank time-series data (2000–2022) to study long-term patterns in key socio-economic indicators, including GDP per capita, life expectancy, fertility rate, and urbanization.
- Performed multiple regression analysis using ordinary least squares (OLS) and elasticity estimation to assess how predictors such as GDP per capita, urbanization, and female secondary school enrollment relate to fertility rates.

Coffee Leaf Disease Detection System, an undergraduate thesis (2021)
- Developed a user-friendly web application to help coffee farmers quickly identify leaf diseases and take timely preventive action.

Articles and Reports

- Deshar, M. (2025). Using Data in Policy: Progress and Challenges [Op-ed]. The Annapurna Express. https://theannapurnaexpress.com/story/60090/
- Deshar, M. (2024). Education Quality, Infrastructure, and Budget Awareness in Nepal's Public Schools: Findings from a Multi-Region Needs Assessment. [Read More]

Selected Volunteering Experiences

Udeshya Girls In STEM, **Kathmandu, Nepal (Sep 2022-Present)**
Founding President
- Co-founded Udeshya: Girls in STEM, a not-for-profit sharing institution to support girls from disadvantaged communities in rural Nepal in STEM fields
- Chaired the board and management team of five to execute the projects and mentorship programs
- Organized and facilitated **20+ STEM workshops and bootcamps annually** for public-school girls, providing mentorship and skill-building support.

Samaanta Foundation, Kathmandu, Nepal (Jul 2021 - Sep 2022)
Graphics Designer and Mentor
- Led the art and design team for the #OneMoreFellow Campaign, raised over $4,000 to support a fellow from rural Nepal in their higher education, and produced 30 handmade Mandala arts
- Mentored and coached the digital content design team of 7, taught design tools and techniques

Teach For Nepal, Lalitpur, Nepal (Jul 2019 - Aug 2020)
College Lead
- Raised funds over NPR 100,000 from the college and nominated as a fundraiser for the event
- Led 90+ college students to participate in a solidarity walk event to support public school students

Rural Immersion Campaign, Kathmandu, Nepal (Jul 2019 - Aug 2020)
Campaign Lead
- Led the Street Food Sales Team in a rural immersion fundraising campaign, raising $2,000 through a "Food for Cause" initiative and contributing to a total of $5,000 for public schools
- Led a team of seven to redesign and set up computer labs in three rural public schools, enabling more than 500 students to access computer education for the first time.

Grants and Awards

- Support My School Project, Accountability Lab, 2023, **$10,000**
- Mentee, Women's Leadership Mentoring Program, British Council, 2023
- The Samaanta Foundation Fellowship for Higher Education and Undergraduates 2015-2022
- Winner, Faceless Monster Online Art Competition, Thames Information and Technology Club, 2020
- Full Tuition Waiver for High School, National Educational Board, Nepal, 2015-17

Programming, Tools, and Skills

- Programming languages: Python, HTML, CSS, JS, Flask
- Databases: PostgreSQL, SQL (Oracle)
- Developer Tools: Jupyter Notebook, Visual Studio Code, Spyder IDE, Google Colab, Quarto
- Analytical Tools: Google Analytics, Firebase, Play Console, App Store, Google Tag Manager
- Tools: Microsoft Office, Adobe Illustrator, Adobe Photoshop, Canva

Certifications

- Data Analyst with Python, DataCamp (Sep 2023)
- Data Scientist with Python, DataCamp (Jun 2023)
- CITI certified for research with human subjects, University of Notre Dame, USA (Mar 2022)

Languages: Nepali (native), Newari (native), English (fluent), Hindi (fluent)