

NANDINI KHURANA



CONTACT

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SKILLS

Data Analysis Proficient in Microsoft Excel for data analysis and financial modeling. Skilled in MySQL for querying and manipulating databases to extract meaningful insights.

Market Research Experienced in conducting market research to identify trends, analyze competitors, and inform strategic decision-making.

Time Management Exceptional time management skills demonstrated through effectively prioritizing tasks and meeting deadlines in fast-paced environments.

Communication Strong verbal and written communication skills, with the ability to effectively convey complex information to diverse audiences.

Microsoft Word & PowerPoint Proficient in Microsoft Word for creating professional documents and Microsoft PowerPoint for designing engaging presentations.

OBJECTIVE

Motivated and detail-oriented professional seeking a position in data analytics and market research where I can leverage my expertise in Microsoft Excel, SQL, and data analysis to drive insights and inform strategic decision-making. With a strong foundation in time management and communication, I aim to contribute to impactful data-driven projects while continuing my growth in data science and analytics techniques.

EXPERIENCE

1-7-2021 -
1-8-2021

Volunteer
UNICEF

In 2021, I had the privilege of volunteering with UNICEF, a global organization dedicated to advocating for the rights of children worldwide. My role involved supporting various initiatives aimed at improving child welfare, including fundraising events, awareness campaigns, and administrative tasks. Working with UNICEF not only allowed me to contribute to meaningful causes but also broadened my perspective on global issues and the importance of humanitarian efforts. It was a rewarding experience that reaffirmed my commitment to making a positive impact on the lives of children in need.

EDUCATION

2017-18

10
Vision Valley School
82

2019-20

12
Vision Valley School
75

2020-23

BA Eco (hons)
Guru Gobind Singh Indrapastha University (JIMS)
8.9

PROJECTS

Enhancing Online Retail Sales through Data Analytics

Our project aims to boost online sales for an e-commerce company by leveraging data analytics techniques. We will analyze sales data, website traffic, and customer demographics to identify key factors influencing conversion rates and average order value. Through statistical analysis and visualization, we will uncover actionable insights to optimize the online shopping experience and tailor marketing strategies. By implementing data-driven decisions and continuously monitoring performance, we seek to drive sustainable growth and improve customer satisfaction in the online retail space.

Instagram User Engagement Analysis Project

This project entails a detailed analysis of Instagram user behavior and engagement, using SQL and MySQL Workbench. The primary aim is to derive insights that can guide the marketing, product, and development teams in making informed decisions to enhance user experience and engagement. Key tasks include identifying the platform's oldest and inactive users, determining contest winners based on likes, researching popular hashtags, and pinpointing the best days for ad campaign launches. Additionally, the project addresses investor concerns by analyzing user post frequency and identifying potential fake accounts. Through strategic data analysis, this project seeks to uncover trends and patterns that will help Instagram continue to grow and evolve as a leading social media platform.

Hiring Process Analysis

This project undertakes a detailed analysis of a multinational company's hiring process data to identify opportunities for enhancing recruitment efficiency. Utilizing advanced Excel functions, statistical analysis, and visualization techniques, the project delves into gender distribution, average salaries, salary disparities, and other pivotal aspects of the hiring data. Addressing challenges such as missing data and outliers, it aims to provide clear, actionable insights for refining the recruitment procedure. The comprehensive report is meticulously structured to include an overview of the project, methodology, insightful findings, results, and links to accessible data, ensuring it meets the highest standards of data analytics proficiency and communication clarity. The ultimate goal is to significantly impact the company's hiring strategy through data-driven recommendations.

Operation Metric Analysis

As a pivotal member of the operational analytics team, the focus lies on leveraging advanced SQL skills to analyze diverse datasets. Collaborating closely with teams across operations, support, and marketing, the objective is to extract actionable insights from collected data. The primary task involves investigating metric spikes and comprehending sudden changes in crucial metrics like user engagement or sales drops. Through swift responses to metric-related queries and data analysis, the goal is to contribute to the company's operational efficiency and understanding of significant metric fluctuations on a daily basis.

IMDB Analysis

Through a comprehensive analysis of an IMDB dataset, we explored the intricate dynamics between movie genres, durations, languages, directors, and budgets, and their collective impact on IMDB scores. Our findings reveal that drama and comedy are the most prevalent genres, longer movies tend to receive slightly higher ratings, and movies in English dominate the dataset with varied effects on their ratings. Additionally, directors with higher average IMDB scores significantly contribute to a movie's success, and there's a discernible relationship between movie budgets and their financial outcomes. This analysis not only uncovers the multifaceted nature of movie success on IMDB but also offers actionable insights for industry stakeholders aiming to enhance their future cinematic projects.

CERTIFICATIONS

Data Analytics Certification - Trainity,

Gained comprehensive insights into data analysis techniques, including statistical analysis, predictive modeling, and data visualization using advanced software tools.

Digital Marketing Certification - Google,

Acquired in-depth knowledge of SEO, PPC, content marketing, email marketing, and social media strategies to enhance online brand presence and user engagement.

Content Writing Certification - Unacademy,

Developed skills in creating engaging, informative content tailored to various digital platforms, understanding audience needs, and SEO optimization.

LANGUAGE

English

Hindi

HOBBIES

Research

Sudoku

Reading