

## ISHITA SINGH

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### PROFESSIONAL SUMMARY

Data-driven Computer Science undergraduate with hands-on experience in business analytics and stakeholder-facing roles at Intellipaat. Skilled in collecting, organizing, and analyzing business and user data to generate actionable insights. Proficient in SQL, Excel, Tableau, and R for descriptive and diagnostic analysis. Strong problem-solving ability with attention to detail, experienced in translating complex datasets into clear visualizations that support product and business decisions.

### WORK EXPERIENCE

#### Business Development Trainee | Intellipaat | [ Oct 2025 – Present ]

- Analyzed daily sales funnel data including lead generation, follow-ups, demo attendance, and conversions to identify drop-offs and improve conversion efficiency.
- Interacted with prospective learners to understand career goals and pain points, converting qualitative feedback into structured insights for business improvement.
- Tracked and monitored KPIs such as conversion rate, revenue per lead, response time, and demand trends using Excel-based reporting.
- Maintained and cleaned CRM datasets to ensure high data accuracy and reliable performance reporting.
- Conducted root-cause analysis on low-performing lead segments and suggested data-backed improvements in engagement strategy.
- Collaborated with Product and Marketing teams by sharing user feedback trends to enhance course positioning and customer experience.
- Prepared weekly performance reports and visual summaries for stakeholders to support data-driven decision-making.

### TECHNICAL SKILLS

- SQL (Joins, Aggregations, Filtering, Subqueries)
- R, Java, C
- Microsoft Excel (Pivot Tables, Lookup Functions, Charts, Data Cleaning)
- Tableau Desktop, Tableau Prep, R Studio
- KPI Definition & Tracking, Sales Funnel Analysis, Root Cause Analysis
- Data Cleaning & Validation, Data Storytelling & Visualization
- Analytical Thinking, Problem-Solving, Attention to Detail, Stakeholder Communication

## **PROJECTS**

### **Customer Churn & Retention Analysis | SQL, Tableau, Excel | Jan 2026**

- Analyzed 10,000+ customer records using SQL to identify churn patterns and revenue loss drivers.
- Performed data cleaning, joins, aggregations, and cohort-based retention analysis using complex SQL queries.
- Calculated KPIs including churn rate, retention rate, customer lifetime value (CLV), and monthly recurring revenue (MRR).
- Segmented customers based on tenure, engagement behavior, and subscription type to identify high-risk groups.
- Developed interactive dashboards in Tableau to visualize churn trends and revenue impact.
- Provided data-driven retention recommendations to improve customer engagement and reduce churn.

### **Airbnb Analytics Dashboard | Tableau | Oct 2023 – Sept 2024**

- Developed an interactive Tableau dashboard analyzing listing performance, pricing trends, occupancy rates, and location-level metrics.
- Built 10+ visualizations including geospatial maps and KPI tracking panels.
- Conducted descriptive and diagnostic analysis to identify pricing anomalies and occupancy drivers.

### **Pizza Ordering Website | HTML, CSS | Nov 2022 – Dec 2022**

- Developed a fully responsive pizza ordering website with structured user journey flow.
- Designed UI components with a product-oriented mindset to enable future analytics tracking.
- Ensured responsive design across multiple device types.

## **EDUCATION**

### **Bachelor of Technology – Computer Science and Engineering**

Lovely Professional University, Punjab | CGPA: 7.27 | Aug 2022 – Present

### **Intermediate (MPC)**

Narayana Junior College, Hyderabad | 91.8% | Apr 2020 – Mar 2022

### **Matriculation**

Vikas The Concept School, Hyderabad | 89.6% | Apr 2019 – Mar 2020

## **CERTIFICATIONS**

- Supervised Machine Learning: Regression and Classification – Coursera
- Complete Machine Learning & Data Science Program – GeeksforGeeks
- Data Analysis with Tableau – Coursera
- Fundamentals of Visualization with Tableau – Coursera
- Cloud Computing – NPTEL