MOHITH S NAIK

+919743804353 • mohithnaik844@gmail.com • Portfolio • Github • LinkedIn

SUMMARY

- **Proactive Data Analyst** with experience across **4+ projects** and **2 internships**, specializing in data visualization, data manipulation, business impact analysis, and analytical reporting.
- Skilled in leveraging **Power BI, SQL, Python**, and **Excel** to drive data-driven decision-making.
- Seeking to drive **strategic decisions** and deliver **actionable insights** in a results-oriented organization.

EDUCATION

Bachelor of Engineering (B.E.) in Information Science & Engineering   **2022 - 2025**
  NMAM Institute of Technology, Nitte Udupi   **First class with Distinction**

EXPERIENCE

Data Analyst Intern — Codec Technologies   **Feb 2025 – Present**

- Conducted **data variance analysis** and optimized SQL queries for accurate data extraction in MySQL Workbench.
- Applied **advanced data cleaning** and **normalization techniques** to maintain data integrity and improve retrieval efficiency.
- Designed and delivered customizable dashboards using Power BI, enhancing **stakeholder communication** and providing actionable insights.

PROJECTS

Customer Churn Dashboard – Banking │ Power BI, DAX, Power Query │ Live Dashboard

- Built an interactive **Power BI dashboard** using advanced **DAX** to analyze **10K bank customers** across demographics, credit scores, and account balances, tracking **churn patterns** across age groups, countries (France, Germany, Spain), and product portfolios.
- **Identified insights** including **20.4% overall churn rate** and **high-risk customer segments**, enabling targeted retention strategies that **reduced attrition by 15%** and **improved data efficiency by 40%**.

Credit Card Dashboard – Finance │ Power BI, DAX, Data Modeling │ Live Dashboard

- Developed a Dashboard in Power BI analyzing **656K+ credit card transactions ($55M revenue)** using advanced **DAX** and data modeling, implementing **customer segmentation** across **15+ dimensions** including demographics, spending behavior, and card categories.
- **Uncovered** that **Blue cardholders** and **businessmen drove 83% and 31%** of **revenue** respectively, enabling targeted marketing strategies projected to **boost campaign ROI by 12-18%**.

Pizza Sales Dashboard – Retail │ Power BI, DAX, Data Modeling │ Live Dashboard

- Built a Power BI dashboard analyzing **21,350 pizza orders ($817.86K revenue, 49,574 pizzas sold)** using **advanced DAX** and **data modeling** to track performance across temporal patterns, product categories, and individual SKU performance.
- Identified **Classic category's 26.91% sales dominance** and **Thai Chicken Pizza's $43K peak revenue** vs **Brie Carre's $12K minimum**, enabling menu optimization strategies projected to **boost annual sales** by **8-10%.**

Music Store Sales Analysis – SQL │ MySQL, Joins, CTEs, Window Functions │ Github Repo

- **Analyzed 3,500+ tracks, 4,700+ invoices**, **11 tables** to reveal top city (**Prague**), genre (**Rock**), artists, and high-value customers — enabling campaigns projected to boost revenue **10–15%.**

SKILLS

Analytical Tools: Power BI, Microsoft Excel (Pivot Tables, VLOOKUP, Power Query), AWS
Programming Languages: SQL (including window functions, CTE, Subquery), Python (NumPy, Pandas)
Data Capabilities: Dashboard Design, KPI Tracking, Data Cleaning, Data Quality Assurance
Database: MySQL

CERTIFICATES

- Data Analytics Job Simulation – Deloitte (Forage), Jun 2025 │ View Credentials
- Python for Data Science, AI & Development – IBM (Coursera), Jul 2025 │ View Credentials
- Data Visualisation: Empowering Business with Effective Insights – Forage, Jul 2025 │ View Credentials
- Advanced SQL – Great Learning, Jul 2025 │ View Credential