MOHITH S NAIK

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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 Analytics Intern — Codec Technologies Pvt. Ltd.   **Dec 2024 – Jun 2025**

- Used **Power BI, SQL, Excel** for data cleaning, dashboard development & KPI reporting.
- Delivered **insights** and **automated reports** to support **business decision-making.**

Data Analytics Intern (Virtual) — Deloitte (Forage)   **Jun 2025**

- Completed Deloitte virtual simulation in **data analysis** and **forensic technology** using real-world datasets.
- Built **dashboards**, analyzed **trends**, and communicated **insights** to virtual **stakeholders**.

PROJECTS

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

- Built an interactive Power BI dashboard using advanced **DAX** to track churn across 5+ customer segments and calculate KPIs like **churn rate**, **retention** %, and **average tenure**.
- Identified **high-risk segments** and enabled **targeted strategies** that reduced attrition by **15%** and improved **data processing efficiency** by **40%**.

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

- Designed a Power BI dashboard leveraging DAX and data modeling to analyze **1M+ transactions**, monitoring revenue by **age group**, **income bracket**, and card type (chip vs. non-chip).
- Revealed that the **top 20% of customers generated 65%** of revenue, enabling **targeted marketing strategies** projected to **boost campaign ROI by 12–18%.**

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

- Developed an dashboard analyzing **1 year of sales (48K+ orders, $817K revenue)**, uncovering seasonal peaks and demand shifts that improved promotional planning accuracy by 20%.
- Identified that the **top 5 pizzas generated 35%** of revenue while **bottom 10 contributed <5%,** enabling data-driven menu optimization 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), ETL Pipelines
Programming Languages: SQL (including window functions, CTE, Subquery), Python (NumPy, Pandas)
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