

Nikhil N Data Analyst



✉ nkl916@outlook.com ☎ +918281518916 LinkedIn GitHub
 HackerRank Medium

SUMMARY

Data Analyst with almost 2 years of experience in driving insights, supporting data-driven decisions, and handling ETL processes. Proficient in data analysis, reporting, and visualization, aiming to contribute to business growth and efficiency.

SKILLS

Python | SQL | Excel | Power BI | Pandas | NumPy | Snowflake | AWS EC2 | AWS S3 | dbt(data build tool) | ETL(Extract Transform Load) | Git | Metabase | Apache Airflow | Fivetran | Airbyte | Quicksight | Google Analytics | Google Ads | GA4

PROFESSIONAL EXPERIENCE

Junior BI Analyst, Position2

11/2024 – present

Duties and Responsibilities:

- Designed and implemented data pipelines using Fivetran and Airbyte to integrate and automate data extraction from various digital marketing platforms (e.g., Google Ads, Facebook Ads, Google Analytics), improving workflow efficiency.
- Used SQL for complex data processing, including data transformation, cleaning, and modeling to ensure accurate insights.
- Created interactive dashboards with Quicksight and Metabase, providing real-time analytics to marketing teams for decision-making.
- Performed data validation to ensure the accuracy, completeness, and consistency of marketing data, resolving discrepancies and improving data reliability.
- Utilized dbt (data build tool) for data modeling and transformation, ensuring data consistency and reliability.
- Utilized Jira for effective project management, ensuring timely delivery of data projects.
- Managed codebase and version control using GitHub, ensuring collaboration and code integrity.
- Deployed and managed Airflow and Metabase on AWS EC2.

Projects:

Digital Marketing Campaign Insights Dashboard for Client

The client needed a more efficient way to track and analyze the performance of their digital marketing campaigns. Their existing reporting process was manual, slow, and lacked real-time insights. The goal was to automate the data collection, provide real-time performance metrics, and enhance decision-making for future campaigns.

- Created a comprehensive dashboard to track digital marketing campaign performance, including metrics like ROI, click-through rate (CTR), conversion rates, and customer acquisition cost (CAC).
- Automated data integration from various digital marketing platforms (e.g., Google Ads, Facebook Ads, Google Analytics) into the data warehouse, providing real-time analytics.

- Optimized data processing workflows, reducing manual reporting time by 90% and increasing reporting accuracy.
- Delivered actionable insights through visualizations that helped the client improve targeting, leading to a 20% increase in conversion rates.

Data Analyst, Radi8 Labs

08/2023 – 11/2024

Duties and Responsibilities:

- Developed dashboards to represent key performance indicators (KPIs) and insights, improving decision-making processes.
- Developed and maintained data models to support analytical and reporting needs.
- Designed and created interactive dashboards using Metabase for data visualization and analysis.
- Implemented data workflows using Apache Airflow for seamless data loading into databases.
- Interacted with clients to gather requirements and developed custom dashboards to meet their needs.
- Collaborated with team members to define project requirements and milestones.
- Conducted code reviews and contributed to a collaborative and efficient development environment.

Data Analyst Intern, iNeuron

01/2023 – 03/2023

Duties and Responsibilities:

- Utilized NumPy and Pandas libraries to clean and preprocess raw datasets.
- Conducted exploratory data analysis (EDA) to identify and address missing values, outliers, and inconsistencies.
- Designed and implemented interactive dashboards in Power BI to enhance data presentation and facilitate decision-making.

TRAINING AND CERTIFICATION

Full Stack Data Science, iNeuron

11/2021 – 11/2022 | Bengaluru

Topics Covered:

Python | Pandas | NumPy | Matplotlib | SQL | NoSQL | Power BI | Excel | Machine Learning | Statistics

EDUCATION

Bachelor Of Technology, Information Technology

07/2017 – 07/2021 | Thanjavur

PRIST Deemed to be University

DECLARATION

I undersigned hereby acknowledge and declare that the above details are true and correct to the best of my knowledge and belief.

Nikhil N
Kasaragod, 09/09/2024