

NIJ HINGRAJIYA

Location: United Kingdom | Email: nijhingrajiya40@gmail.com | Phone: +44 7799634058

Portfolio : <https://my.novypro.com/nij-hingrajiya> | GitHub : <https://github.com/NijHingrajiya007>

LinkedIn : [linkedin.com/in/nij-hingrajiya-7471381b5](https://www.linkedin.com/in/nij-hingrajiya-7471381b5)

PROFESSIONAL SUMMARY

Results-driven Data Analyst with a passion for transforming complex datasets into actionable insights. Proven experience in building dynamic dashboards that accelerate decision-making by 25% and conducting statistical analysis using SQL, Power BI, and Python. Skilled at optimizing data workflows, uncovering revenue gaps, and enhancing data-driven business strategies. Strong analytical foundation with hands-on project spanning financial analytics, marketing performance, election analysis, and generative AI applications using LLMs.

TECHNICAL SKILLS

Data Analysis & Visualization : Power BI, SQL (CTEs, Window Functions, Optimization), Python (Pandas, NumPy, Matplotlib, Scikit-learn)

Data Management : ETL, Data Modeling (Star Schema), DAX Measures, Query Optimization

Analytics Techniques : Pareto Analysis, PVM Analysis, Time-Series Analysis, Statistical Analysis, A/B Testing, Predictive Modeling

Soft Skills : Problem Solving, Critical Thinking, Communication, Data Storytelling, Business Acumen

Machine Learning & NLP : Spam Detection, Generative AI (LLAMA 2, LangChain, Streamlit)

PROJECTS

Business Optimization & Budgeting Dashboard | Power BI

- Developed a financial dashboard analyzing \$560M+ revenue across 8 regions and 4,000+ products, identifying ₹78.96M revenue gaps.
- Engineered 45+ DAX measures (PVM, Pareto 80/20, Time Intelligence) to monitor 16+ KPIs including PAT, EBITDA margins, and YoY trends.
- Built star schema, optimizing refresh time by 40% for faster insights.

Credit Card Transaction Analysis | SQL, Power BI

- Analysed 56M+ transactions, uncovering key customer spending patterns and improving marketing segmentation strategies.
- Optimized SQL queries to reduce data processing time by 30%.

Election Results Analysis | SQL

- Executed advanced SQL queries (CTEs, CASE statements, Window Functions) to analyze seat distribution, alliances, and voting patterns across 543 constituencies.

Online Course Demand Analysis | Power BI

- Analyzed 2,300+ courses for an EdTech startup, identifying Data Science and IT as top-demand categories.
- Found that courses with subtitles had 2x higher engagement, influencing content strategy.

Email Spam Classification | Python, NLP

- Developed a 99% accurate machine learning model for email spam classification using Natural Language Processing techniques and deployed the solution end-to-end.

ADDITIONAL PROJECTS

Marketing Campaign Optimization (Power BI), Music Store Sales Analysis (SQL), Pizza Sales Trends (SQL), Blog Generation with LLAMA 2 model (Python), Resume match using LLM model API (Python)

EDUCATION

Master's in Data Science | University of Greenwich, United Kingdom | 2024

CERTIFICATIONS

SQL for Data Science – Great Learning, Python for Data Science – Great Learning