

NIKITA BHANDARE

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A data analyst passionate about solving real-world problems with data using available resources at hand. Critical thinker and Innovative solution explorer.

Professional Experience

HP, Palo Alto, CA

Sept 2018 - Present

Web Data Analyst, Omnichannel Experimentation Team

- Analyze web data by drilling down the customer segments to understand their behavioral pattern using Adobe Analytics (Omniture) and Google Analytics and SQL
- Analyzing the page interaction data using Heatmapping tools like ClickTale and performing text mining (customer feedback analysis) on data collected using Usabilla
- Perform Ad hoc analysis and reporting in Adobe Analytics/Google Analytics
- Design, develop, and launch new reports and dashboards in Tableau merging web data and transaction data
- Design and conduct A/B tests using Optimizely: clarifying analytic requirements, developing analysis plans, including hypothesis for test, analyzing results for statistical significance, and sharing out test result reporting
- Work with cross-functional teams (Product Managers, Engineering) to understand business requirements and metrics/KPI's to track, build insights from data
- Interacting with Stakeholders to share the test results and discuss the experiment implementation

IMRB International LLC, India

Jan 2013 – Sept 2015

Data Analyst, Information Technology Department

- Automated the data loading process to reduce the execution time by 50% and increase the accuracy by 20%
- Consolidated data from different sources to perform ad-hoc analysis, analyzed data using statistics programs, predictive analytics and other data-driven tools
- Collaborated with Marketing and sales professionals to perform data analysis and provide strategic insights
- Monitor and forecast marketing/sales trends, Research customers' opinions, buying habits, preferences and wants/needs
- Performed Cohort Analysis to measure the impact of new campaign launch on customer acquisition and suggest insights
- Customer segmentation using k-means clustering techniques and Data Envelopment Analysis to determine the best performing branch for a retail store
- Built interactive Tableau dashboards for the Sales and Marketing teams to track KPIs, gain insights on purchase trends

Technical Skills

Databases	MS SQL Server, MS Access
BI / Visualization	Tableau, Microsoft Power BI, Visio
Data Science Methodologies	Data Mining, Data Discovery & Cleaning, Regular Expressions, Regression and Classification Model Building & Tuning, Feature Engineering, Hyperparameter Tuning, Hypothesis Testing, Results Analysis & Presentation
IDEs	RStudio, Jupyter Notebook, H2O Driverless AI
Business System Analysis	Data Flow Diagrams, Use Cases, Context Diagram, Data Modeling, Software Design/Requirements Specification, Software Development Plan
Languages	R, T-SQL, Python
MS Office Application	MS Word, MS Excel, MS PowerPoint

Academic Projects

Data Analysis Project on Airbnb: New user bookings Dataset using Python

Spring 2018

Predict country of users first booking for Airbnb to share more personalized content with their community, decrease the average time to first booking, and better forecast demand.

Data Analysis Project on Global Terrorism Analysis

Fall 2017

Predict terrorist group behind the attack in South Asia region in the event of unclaimed or falsely claimed attack. In the event of attack, predicting how successful is the attack to help the government take calculated measures against the attackers.

Gardening Catalog Response Mailing Dataset

Spring 2017

Marketing data analysis and statistical model building as a part of FICO's Academic Engagement Program using R and SQL.

Education

San Diego State University | MS in Information Systems

San Diego, CA | May 2018

University of Pune | Master's in computer science

Pune, India | May 2013

Certifications

Python Programming, R Programming, Tableau, Optimizely Certification, Google Analytics