

NIKUNJ LADVAIYA

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Professional Summary

- 2 Year experienced skilled Data Analyst passionate about uncovering insights and driving data-driven decisions with expertise in large data sets and data quality.

Education

Master of Professional Studies: Analytics 09/2022 – 05/2024
Northeastern University - Toronto, ON

Bachelor of Technology: Information Technology 06/2017–05/2021
Charusat University - Gujarat, India

Work Experience

Data Analyst 05/2021 - 07/2022
Infoservops – Vadodara, IN

- To give insights for the product, have developed the data and reporting architecture from the ground up using tableau and SQL.
- Design and execute A/B testing experiments for products to increase conversion rate by 15 basis points and decrease churn by 14 basis points.
- Lead a team of two full-time employees. With one freelancer.
- Responsible for keeping all the confidential data of the clients, Designing, and managing data systems, including the correction of coding mistakes and other data-related issues Data mining from primary and secondary sources.

Software Engineer 01/2021 - 05/2021
Alian Software – Gujarat, IN

- Developed and resolved issues of ERP for the company using Vue JS and firestore.
- Daily updating and working on tickets by Jira software. And have hands-on experience with it.
- Work experience with Enterprise ERP. Built and managed relationships between Sales and Software Development Team for execution of the reliable and effective ERP system of the company.
- Performed A/B testing on the website, experimented for the background images and the layout, no of steps for checkout, Pricing plan, Typography (for text).
- Lead team of 3 software developers and 1 QA Analyst.

Projects:

Take the Leap! Make an Impact

- Collaborated on an experiential learning project aiming to empower students for positive societal impact through the "Take the Leap! Make an Impact" program, inspired by "The Apple in the Orchard" book on personal development.
- Performed exploratory data analysis (EDA) using Tableau, providing valuable insights into survey responses. Assisted in creating a Tableau Dashboard and video tutorial for data exploration, enabling efficient visualization of key findings.
- Analyzed student survey responses, identifying significant improvements in life purpose clarity (52%), motivation (25%), and resource identification (44%) after program completion.

Contributed to sentiment analysis, with approximately 88% of students expressing positive sentiments, showcasing the program's positive impact.

Leveraging Data Analytics and AI for Business Optimization

- Performed exploratory data analysis (EDA) using Google Analytics, providing valuable insights into survey responses. Assisted in creating a Tableau Dashboard, which enables efficient visualization of key findings.
- The project showcased how businesses like Tala, Flow cast, and AT&T harnessed advanced data analytics techniques such as machine learning, predictive analytics, and advanced algorithms to make informed decisions, optimize operations, and gain valuable insights. Additionally, all the companies utilized data visualization techniques to present complex data in an easily understandable format, facilitating better understanding and decision-making.
- Dashboard link: <https://lookerstudio.google.com/reporting/e1b0a2b6-2786-4e27-bf0e-1f2f89a90439>

Certifications& Internships

Data Analyst Intern

Northeastern University (Powered by Global Shala), Toronto June 2021 – September 2021

- Collaborated with colleagues to create multiple dashboards using Tableau and Microsoft office. Initiated and managed the cost of campaigns, saving specific amounts on overall campaign expenses by around a 50% reduction in cost. List relevant awards, fellowships, honors, grants, and academic distinctions in reverse chronological order.

Master in Microsoft Power BI, from LinkedIn Learning.

The Data Science of Experimental Design by Monika Wahi, from LinkedIn Learning.

Information Technology Infrastructure Library (ITIL v4) Foundation, by Simplilearn.

Technical Skills

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|---------------------------------|------------------------------------|----------------------------|
| • A/B Testing and Experimenting | • Python (Scikit learn and Pandas) | • Visual encoding |
| • Data Visualization | • Java | • Color and typography |
| • R- language | • HTML & CSS | • Interactivity |
| • R-shiny | • ETL | • Customization |
| • Tableau | • Power BI | • Performance optimization |
| • Ms. Excel/ Google sheets | • Qlik | • Data storytelling |
| • managing ERP | • Google looker | • Automated reporting |
| | | • Drill-through analysis |

Tools

- **Project Management Tools:** JIRA, Confluence, Slack, Git, Atlassian, Microsoft Azure, AWS.
- **Database Management Tools:** SQL Server, MongoDB, PHP My Admin, Xampp, Wamp.
- **BI Tools:** Tableau, Power Bi, Qlik, R studio, R shiny, Python, Looker, SAP Analytics cloud.
- **Other Tools:** Redis, Postman, TestRail, MS Office.

Publications

- "Exploration of Blockchain Architecture, Applications and Integrating Challenges," 3 rd. International Conference on Computer Networks, Big Data and IOT (ICCB I 2020).