

# NIKUNJ LADVAIYA

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## Professional Summary

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- 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

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**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

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**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.

## Certifications& Internships

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### 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

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**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

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- “Exploration of Blockchain Architecture, Applications and Integrating Challenges,” 3 rd. International Conference on Computer Networks, Big Data and IOT (ICCBI 2020).
- “Fogg computing: Architecture, Security Threats and Future Challenges”, 4th International Conference on Computer Networks, Big Data and IOT (ICCBI 2021).