Nishant Kumar

Data Analyst

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SUMMARY

Results-driven Data Analyst with more than 4 year proven track record in leveraging data-driven strategies to enhance business performance.

With expertise in e-commerce management, I have utilized tools like Excel, Power BI to conduct data cleaning, exploratory analysis, and data visualization to solve complex problems.

My experience includes optimizing sales and revenue, analyzing trends and developing report & basic dashboards that provide actionable insights to drive decision-making and operational efficiency.

I am passionate about transforming complex data into meaningful solutions that deliver measurable impact.

SKILLS

Programming Language	**:**	Python
Libraries	**:**	NumPy, Pandas, Matplotlib, Seaborn, Scikit-Learn, Beautifulsoup, Machine Learning (pursuing)
Database	**:**	MySQL
Visualization	**:**	PowerBI, Tableau, Goole Looker, Microsoft Excel
Soft Skill	**:**	ETL, Data Cleaning, Visualization, EDA, Web Scraping, Problem Solving, Critical Thinking, Statistical Analysis

PROJECTS

Shine Job Web-Scraping & EDA Using Python, , Link
- A project focused on data extraction and enhance analytical skills in the market job trends.
- Web Scraping: Extracted job data from 20 pages on Shine.com using Python and BeautifulSoup.
- Data Wrangling: Cleaned and reformatted datasets, addressing missing values to ensure data quality for analysis.
- EDA: Conducted exploratory data analysis using Pandas, NumPy, and Matplotlib/Seaborn, uncovering trends and actionable insights.

Mexico Toy Store Sales Analysis Using Power BI, Link
- A project involving sales analysis and data visualization for a toy store.
- Data Analysis & Visualization: Designed interactive Power BI dashboards to analyze sales performance, product trends, and customer behavior.
- Custom Metrics: Created DAX measures for revenue, profit margins, and transaction volume.
- Revenue Trends: Identified revenue growth, leveraging data modeling and visual analytics.
- Profitability Analysis: Evaluated category and store-level performance to optimize strategies.

PROFESSIONAL EXPERIENCE

Sr. E-commerce Manger & Data Analyst, Sanctus Innovation Pvt Ltd, Delhi, India   **Dec 2020 - Feb 2024**

A company focused on e-commerce with innovative solutions and strategic data-driven insights by using excel & powerbi. Boosted product visibility by 20% by analyzing and optimizing PPC
- campaigns across Amazon, Flipkart, and Meesho. Increased account revenue by 30% and sales performance by 15% through data analysis and strategic reporting using Power BI.

Sr. E-commerce Manager, Adniche Adcom Private Limited., Delhi, India   **Sep 2020 - Sep 2020**

A company specializing in girls cloth manufacturing & selling it on online e commerce platforms. Improved sales visibility by 30% through data-driven optimization of
- product listings and PPC campaigns analyzing product, sale trends & market using excel visualization.

E-commerce Executive, Tech2globe Web Solutions LLP, Delhi   **Aug 2019 - Jul 2020**

An e-commerce solutions provider focused on helping businesses establish their online presence. Managed accounts on major platforms like amazon & Flipkart, leveraging
- data insights to optimize listings and campaigns. Created reports for tracking product & sale performance and market research using excel. Conducted data mining on LinkedIn, and manually scraped data from the website.

CERTIFICATIONS

Data Analytics, DUCAT The IT Training School

SQL Fundamental Course, Scaler

Power BI Course, Skillcourse

Data Analytics Using Python, IBM

EDUCATION

School of Open Learning, Delhi - *B A Program - GPA: 6.045*   **Aug 2020 - Jul 2024**