Pooja Nair

Data Analyst | +91-8104288688 |Visit My Website
Email | LinkedIn | Medium | Tableau | GitHub | Great Learning

PROFESSIONAL SUMMARY

Aspiring Data Analyst with expertise in Python, SQL, and Tableau, leveraging data insights for business optimization. Strong background in analytics, business intelligence, and machine learning applications. Passionate about solving complex business challenges and delivering results that align with organizational goals.

TECHNICAL SKILLS

Programming & Databases: Python, SQL (Joins, Subqueries, Aggregations, Window Functions)

Data Visualization (BI Tools) : Tableau, Power BI

Machine Learning & AI: Classification, Regression, K-Means Clustering, Decision Trees, Random Forest, Ensemble Methods, Model Evaluation (ROC, AUC), Hyperparameter Tuning, Feature Engineering, Data Pre-processing, Exploratory Data Analysis (EDA), Data Wrangling, Data Cleaning, scikit-learn, TensorFlow, PyTorch, OpenCV

Statistical Analysis: Predictive Analytics, Hypothesis Testing, Descriptive Statistics, ANOVA, Basket Analysis, Text Analytics, Time Series Analysis

Data Science Platform: Knime Analytics Platform

Core Competencies: Data-Driven Decision Making, Workflow Optimization, Strategic Analysis

WORK EXPERIENCE

Flipkart Pvt. Ltd., Bengaluru, Karnataka

Senior Executive | **Dec 2019 – May 2025**

- Spearheaded merchandising operations across 200+ product categories, including deal construct planning, seasonal trend analysis, and funnel performance tracking, resulting in a 12% increase in revenue and enhanced conversion rates.
- Analysed key performance metrics, optimizing deal strategies that resulted in a 15% increase in conversion rates.

Packt Publishing Pvt. Ltd., Mumbai, Maharashtra

Content Development Editor | **Jun 2014 – Sep 2015**

- Managed initial content reviews for 60+ technical publications, improving accuracy by 25% and reducing revision cycles.

Technical Editor | **Aug 2013 – May 2014**

- Validated code accuracy across 20+ programming books, identifying and reporting 150+ bugs and errors, ensuring technical correctness and enhancing the overall quality of published material for readers.

DATA SCIENCE PROJECTS

- **Social Media Tourism Capstone Project – Click Here**
  - Predicted customer purchase intent from social media behavior to enhance digital advertising effectiveness for an aviation company, boosting targeting accuracy and driving measurable improvements in ROI.
  - Applied machine learning techniques, including tuned boosting models and clustering, leveraging social media analytics to refine audience segmentation.
  - Boosted mobile campaign ROI by 20% through optimized ad targeting; implemented in Python using KMeans, StandardScaler, scikit-learn, GridSearchCV, and various ensemble classifiers.

- **Real Estate Pricing Analysis (Data Visualization using TABLEAU) – Click Here**
  - Analyzed real estate pricing trends in Boston to uncover actionable insights for improving the House Recommendation System and enhancing decision-making for senior management.
  - Designed and developed interactive Tableau dashboards from raw property data, enabling clear visualization of pricing trends and characteristics that enhanced recommendation accuracy and supported senior management decision-making.
  - Delivered a comprehensive storyboard that maximised recommendation accuracy by 15%, enabling management to refine the system and optimize its effectiveness.
- **Credit Risk Default Model (Finance and Risk Analytics) – Click Here**
  - Built a predictive model to identify potential loan defaults by analyzing historical financial performance data of Indian companies, enabling lenders to implement preventive credit risk management strategies.
  - Applied advanced analytics and statistical modeling to assess credit risk, forecasting default probabilities with high accuracy and pinpointing high-risk borrowers for early intervention.
  - Delivered actionable insights that enabled lenders to mitigate risks and make data-driven lending decisions; implemented models in Python using NumPy, pandas, scikit-learn, Logistic Regression, and Random Forest.
- **Greatest Songs of all Time in Spotify – Click Here**
  - Analyzed Spotify playlist data to uncover music trends, artist popularity, and song characteristics, generating insights into listener preferences and evolving industry patterns.
  - Utilized Python, Tableau, and the Spotify API to collect, process, and visualize music metadata, enabling trend analysis and data-driven recommendations.
  - Identified top artists, albums, and songs, along with patterns by decade, release year, and duration, supporting data-driven music analytics insights.

ADDITIONAL LEARNING & SIMULATIONS

- **Deloitte Australia Data Analytics Job Simulation on Forage - June 2025 – Click Here**
  - Completed a Deloitte job simulation focused on data analysis and forensic technology, applying analytical problem-solving to a real-world business scenario.
  - Created an interactive Tableau dashboard to visualize key metrics and support decision-making.
  - Utilized Excel to classify and analyze datasets, extracting patterns and formulating actionable business conclusions.

ADDITIONAL PORTFOLIO:

- **Visit My Website**: https://poojanair5919.github.io/Portfolio/
- **Tableau Dashboards**: tableau.com/profile/pooja.nair3441/vizzes
- **GitHub**: github.com/PoojaNair5919
- **Analytics Articles (Medium)**: medium.com/@poojanair5919
- **Great Learning E-Portfolio**: mygreatlearning.com/eportfolio/pooja-nair

CERTIFICATIONS & AWARDS

- **Excel Skills for Business: Essentials – Macquarie University (Feb 2022)** – Credential ID 7HV4KFMYPDSS
- Certificate of Outstanding Performance at Flipkart
- Won the Rising Star Award at Packt Publishing

EDUCATION

Great Learnings Executive Learning, Post Graduate in Data Science and Business Analytics (2024)

Texas McCombs School of Business, Post Graduate in Data Science and Business Analytics (2024)

Manipal University Jaipur, MBA in Marketing Management (2023)

Bharathi Vidyapeeth College of Engineering, Mumbai University, Chemical Engineering (2013)