

NIKITA MARU

SKILLS

- **Data Analysis:** Excel | SQL | Python (Pandas, NumPy).
- **Soft Skills:** Communication | Problem solving | Analytical Thinking | Team Collaboration.
- **Database Management:** MySQL.
- **Data Visualization:** Tableau | Power BI.

PROFESSIONAL EXPERIENCE

Data Analytics Intern | Med Tour Easy | REMOTE

Sep2023- Sep2023

- Led data analysis for the "Analyze Death Age Difference of Right Handers with Left Handers" project.
- -Demonstrated strong work ethics, punctuality, and inquisitive qualities.
- -Utilized Python (Pandas and Numpy) for data analysis, cleaning, transformation, and presentation to the project team.

Accenture North America Data Analytics and Visualization Job Simulation on Forage

July2023- July2023

- Advised a hypothetical social media client by cleaning, modeling, and analyzing seven datasets.
- Uncovered content trends to inform strategic decisions.
- Prepared a comprehensive PowerPoint deck and a video presentation for client and internal stakeholders.

Statistical Assistant | Integrated Child Development Services (ICDS) | CHHOTA-UDEPUR

Jan2019-Apr2022

- Gathered, organized, and reviewed data for accuracy and completeness.
- Managed procurement, supply distribution, and inventory maintenance.
- Designed statistical analysis plans and provided valuable data insights.

PERSONAL PROJECTS

Digital Marketing Campaign Analysis | EXCEL

- Conducted an in-depth analysis of a digital marketing campaign, identifying points of saturation and calculating conversion probabilities.
- Utilized Excel and statistical techniques, including slope analysis, probability calculations, and distribution analysis.
- Discovered overleveraging on organic traffic, noted a decline in conversions despite traffic growth, and recommended optimization within the initial three months. Revealed a low likelihood of achieving over 8 daily conversions.

Customer Segmentation for Mall Marketing | Python

- Executed customer segmentation based on income, age, and spending behavior.
- Employed K-Means clustering and conducted exploratory data analysis (EDA) for univariate, bivariate, and multivariate analyses.
- Identified Cluster 1 with significant potential for targeted marketing, primarily consisting of female customers, with the goal of boosting engagement and sales.

Employee Health and Compensation Analysis | MySQL

- Analyzed absenteeism data to identify the healthiest employees for a bonus program and optimized compensation for non-smokers within a \$983,221 budget.
- Utilized SQL with left joins to integrate three datasets, filtered non-smokers, segmented employees into BMI categories, and explored the seasonal impact on absenteeism.
- Created an interactive Power BI dashboard for visualizing and presenting findings, improving data visualization and insights dissemination.

EDUCATION

DATA ANALYTICS – CLOUDLYML – BOOTCAMP

MAY2023

Majors: In-depth training in data analysis, database management, and data visualization.

BACHELOR OF BUSINESS ADMINISTRATION – SARDAR PATEL UNIVERSITY – ANAND

June 2016

Majors: Business, Management, Finance, Human Resource Management

CERTIFICATIONS'

- Google Analytics Professional Certificate

