**Titiksha Lohe** 9886408555 | k.titiksha777@gmail.com

**Data Analyst** [Portfolio](https://linktr.ee/titikshalohe) | [www.linkedin.com/in/titiksha-lohe](http://www.linkedin.com/in/titiksha-lohe)

Passionate about data analytics seeking opportunities where I can utilize my analytical and technical skills to solve real life problems and draw insights that can help with business decisions.

**EDUCATION**

**K.D.K. College of Engineering, Nagpur**

## Bachelor’s Degree in Electrical Engineering,

2006 – 2010

**P.E.’S Modern College Pune**

MBA in Finance

2012 – 2014

# CERTIFICATIONS

Advanced Certiﬁcation in Data Science from IITM and Intellipaat (2022 - 2023)

**TECHNICAL SKILLS**

**Programming**: Python, SQL, Excel

**Visualization:** Power BI, Excel Charts,

Jupyter Notebook

**Database**: SQL Server

**SOFT SKILLS**

Flexible, Teamwork, attention to detail, time management**,** Self-Motivated,

Analytical skills**,** Presentation skills

# PROJECTS

# Supply Chain Analysis in FMCG

# The objective was to track delivery service levels for all customers and provide relevant insights.

* This project helped gain domain knowledge.
* Tool used for visualization Power BI

**Revenue insights in the hospitality domain**

* Atliq Grands was interested in finding out why the business in the luxury/business hotel category has lost market share and revenue.
* The insight could assist in comprehending the hotel's performance and regaining revenue and market share in the future.

**WORK EXPERIENCE**

## **Digital Marketing Specialist | Freelancer |05/2020 - 12/2021, Bengaluru**

* Executed both organic and paid PPC and social media campaigns for clients.
* Developed a website from scratch, managed and designed content for it.

# Digital Marketing Specialist | Geospace Solutions | 10/2019 - 10/2020, Bengaluru

* Managed On/Off-page SEO, creating page content, and blogging articles.
* Responsible for managing Social Media Marketing on the Facebook platform.
* Tools: Google Analytics and Google Search Console.

## **Family Sabbatical | 2014-2019**

During this time, I needed to prioritize family commitments and take care of my child.

## **Professor | SRM College of Engineering | 2010 - 2012, Nagpur**

As a faculty member of the Electrical Department, my responsibilities included conducting lectures, practical demonstrations, and setting labs.