📞 **9880764528**

✉ **nithyag863@gmail.com**

📍 **Bengaluru, IN**

in **Linked in**
   **GitHub**

# Nithya K S
## Data Analyst

## PROFESSIONAL SUMMARY

Data Analyst with 2 years of experience using SQL, Excel, and Power BI to extract, analyze, and visualize data for informed decision-making. Skilled in building interactive dashboards and optimizing data processes to enhance business performance. Completed a 1-year internship focusing on Python, Machine Learning, statistical analysis, and Tableau to develop predictive models and meaningful visualizations. Strong analytical abilities with a passion for turning complex data into actionable insights.

## TECHNICAL SKILLS

- Data Analysis Tools       :  Power BI, Excel (Advanced), Python, SQL Server, Tableau
- Data Visualization        :  Interactive Dashboards, Charts, Reports, Data Storytelling
- Statistical Methods       :  Hypothesis testing, Regression Analysis, Machine Learning
- Database Management    :  SQL Server, Data Cleaning, Normalization, Data Validation, MongoDB
- Programming Languages :  Python (Pandas, NumPy, Matplotlib, Seaborn), SQL, Power Query, DAX
- Reporting Tools           :  Power BI Desktop & Server, Tableau Public, Jupyter Notebook.

## EXPERIENCE SUMMARY

### Senior Associate                                                                                                    May 21 - Dec 22
**GENPACT HEADSTRONG CAPITAL**

- Developed and implemented advanced **Excel** functions, including pivot tables, power query, VLOOKUP, conditional formatting, and complex formulas, to automate reporting and streamline analysis processes.
- Created interactive and dynamic **Power BI** dashboards to visualize key metrics, KPIs, and enabling data exploration for stakeholders and facilitating better decision-making.
- Proficient in cleaning and validating large datasets to ensure data integrity and accuracy for reliable reporting and analysis.
- Analyzed datasets, including revenue, expenses, and profitability, to support budgeting, forecasting, and performance tracking. Delivered insights that contributed to improving operational efficiency and decision-making.
- Strong hands-on experience writing and optimizing **SQL** queries and Familiar with complex joins, subqueries, and aggregate functions, and comfortable working with large datasets to derive insights and support decision-making.
- Demonstrated strong communication skills and Adept at collaborating with cross-functional teams to understand business needs, translate them into analytical solutions, and deliver impactful results.

### Data Analyst Intern                                                                                             May 23 - May 24
**LEARN BAY**

- Gained hands-on experience in Python for data cleaning, preprocessing, and manipulation, working with libraries like Pandas and NumPy to analyze large datasets efficiently.
- Applied Machine Learning algorithms such as linear regression, decision trees, and clustering to build predictive models, perform classification, and uncover patterns in data.
- Conducted statistical analysis using Python to derive meaningful insights from data, correlation analysis to support data-driven decisions.
- Developed interactive Tableau dashboards to visually present complex data and model outputs, enabling stakeholders to explore insights and make informed decisions.
- Evaluated machine learning models using performance metrics such as accuracy, precision, recall, and confusion matrices to ensure reliability and effectiveness.

## EDUCATION

### Computer Science Engineering                                                                          Jul 17 - Aug 20
**BGSIT(VTU)**

## PROJECTS

### Customer Behavioural Analysis on E-commerce Data (Python, Statistical Techniques, Python Libraries, Machine Learning Models)

- Built a customer segmentation model using K-Means Clustering based on RFM (Recency, Frequency, Monetary) metrics, improving customer retention by 20% and driving revenue growth.
- Analyzed customer behavior with seasonality trends to enhance demand forecasting and customer experience, leading to a 15% improvement in demand accuracy.
- Designed a recommendation engine that increased customer retention by 25% and boosted sales by 18%, visualizing KPIs using Python libraries for clearer insights.

### Human Resource Analysis (Power BI)

- key HR metrics (new hires, gender, age distribution, bad hires) to optimize recruitment and retention strategies, reducing bad hires by 2%.
- Carry out data cleaning and preprocessing using Power Query, calculations with Power BI DAX, and created visual reports for effective HR analysis.
- Identified a gender imbalance with male dominance and tracked a decrease in bad hires from 2012 to the present, contributing to a 10% improvement in hiring quality.

### Analysis of Manufacturing Industrial Data (Python, Statistical Techniques, Python Libraries, Machine Learning Models)

- Built a classification model to predict failure and failure types using key features identified through exploratory data analysis (EDA).
- Performed data cleaning, mapping, statistical analysis, and data transformation to prepare the dataset for modeling.
- Utilized Python's visualization libraries for data representation and model evaluation, achieving an accuracy of **96%**.

### Churn Analysis of E-Commerce Data (Excel, SQL Server, Power BI)

- Spotted key drivers of customer churn, segmented high-risk and highest-churn customers, and provided recommendations that improved retention by 15%.
- Performed data cleaning and preprocessing using Excel Power Query, and conducted analysis with MS SQL to support targeted retention strategies.
- Crafted interactive dashboards using Power BI, enhancing marketing efforts and increasing revenue by 10%.

## CERTIFICATIONS

- Business Intelligence and Data Analytics (Learn Bay)
- Data Analyst using Python Certification (IBM)
- SQL Hacker rank Certification (Hacker rank)
- Data Analysis Using Excel (Great Learning)