

# Yash Naik

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Highly skilled and detail-oriented **Business and Data Analyst** with **3.5** years of experience in extracting, analyzing, and interpreting complex data sets. Proficient in utilizing various analytical tools and techniques to uncover valuable insights and drive data-driven **decision-making**. Adept at designing and implementing **data models, developing data visualizations**, and presenting findings to stakeholders clearly and concisely. Passionate about leveraging data to identify trends, **solve problems**, and **optimize business strategies**.

## EXPERIENCE

### Data Analyst

Dec 2021 - Present

[NielsenIQ](#), Vadodara

- Working as a Data Analyst at NielsenIQ, India to add value, apply best practices, and perform cutting-edge research. Uncover the most granular details using analytics to inspire the big picture ideas, helping business leaders envision the future and take decisive action vastly for Clients like **Diageo, General Mills, P&G, PepsiCo, Kimberly Clark**, and **Abbott**.
- Automated the process of **Data Cleaning** and other sub-tasks using **Python**, leading to **operational efficiency** and timesaving.
- Demonstrated expertise in **client handling** and **fostering positive relationships** through **effective communication** of **data-driven insights** as a data analyst.
- Expertise in **Power BI** for creating **dashboards, reports**, and **visualizations** with the ability to interpret complex data, identify trends, and draw meaningful **insights**. Prepared reports that interpret consumer behaviour, market opportunities and conditions, marketing results, and trends.
- Extracted **Big Data** from the syndicated data sources using **SQL**.
- Helped Clients identify profitability using **data analysis** techniques like Markov analysis, **Correspondence analysis**, and **Regression**.
- Analyzed unstructured data and workflows to perform investigations and root cause analysis of issues highlighted by clients and leveraged the same to draw relevant actionable insights and **process improvements**.
- Took **end-to-end ownership** of delivering high-quality reports with integrity for leading FMCG firms which includes **Data Exploration** reports, **Descriptive Analytics** Reports, **Diagnostic Analytics** Reports, **Predictive Analytics** Reports, and **Data Visualization** reports.
- Led a **process transformation**, resulting in a **40% efficiency increase** by transitioning from SAS to Python.
- Guided new joiners through various internal processes with **technical training**.

### Data Science Engineer

Mar 2021 - Dec 2021

[Prodapt Solutions](#), Bangalore

- Worked as a data science engineer for the Delivery team of Prodapt helping them with **Analytical solutions** which led to **operational efficiency** and **cost savings** for clients like **CenturyLink** and **AT&T**.
- Worked on DaaS – A proactive approach to **forecast** and **predict** customer problems and eliminate unnecessary dispatches using **Artificial Intelligence** and **Machine learning**.

### Data Science Intern

Sept 2020 - Dec 2020

[DataFoundry AI](#), Bangalore

- Worked on projects involving **Data Analytics, Data Visualization, Machine learning**, and **NLP**.
- Build a cough detection system to count the number of coughs. Performed **Data Preprocessing, Data analysis**, and Data visualization. Created a machine learning algorithm to detect the cough.

## EDUCATION

### PGP Data Science and Engineering

Aug 2019 - Feb 2020

*Great Lakes Institute of Management, Bangalore (Grade: 86%)*

### Bachelor of Engineering (B.E.) – Mechanical Engineering

July 2013 - June 2017

*Gujarat Technological University (Grade: 8.23 CGPA)*

## TECHNICAL SKILLS & CERTIFICATIONS

**Skills & Abilities:** SQL, Python, Power BI, MS Excel, PowerPoint, MS Office, Data Visualization with Python, Tableau, and PowerBI, Machine learning, Project Management, Business Communications, Problem Solving

**Certifications:** [Financial Risk Analytics](#), [Data Visualization with Python](#), [Data Analysis with Python](#), [Machine Learning with Python](#), [Database & SQL for Data Science](#), [Python for Data Science & AI](#)

## HONORS & ACCOMPLISHMENTS

**Applause:** Received Bravo points from consultants and manager for demonstrating a passion for NielsenIQ.