

Yash Naik

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Highly skilled and detail-oriented **Business and Data Analyst** with **2.6** 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 in a clear and concise manner. 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 in the FMCG/CPG domain.
- Automated the process of **Data Cleaning** and other sub-tasks using **Python**, leading to **operational efficiency** and time-saving.
- 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.
- Involved in Python program **testing** and identified errors which helped the team to improve the **process**.
- Guided new joiners through various internal processes with **technical training** and provided support and **collaboration** for the **team** and individual development.

Data Science Engineer

Mar 2021 - Dec 2021

[Prodapt Solutions](#), Bangalore

- Working as a data science engineer for the Delivery team of Prodapt helping them with **Analytical solutions** which led to **operational efficiency** and **cost saving**.
- Working 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%)

- SQL, Python, Power BI, Tableau, Machine learning

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

July 2013 - June 2017

Gujarat Technological University (Grade: 8.23 CGPA)

TECHNICAL SKILLS & CERTIFICATIONS

Expert: SQL, Python, Power BI, MS Excel, PowerPoint, MS Office, Problem Solving

Intermediate: Data Visualization, Machine learning

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 & Manager for demonstrating a passion for NielsenIQ.