

Aditya Bajoria

adityabajoria21@gmail.com | +44 7587 478 594 | linkedin.com/in/adityabajoria | London, UK

Data Analyst with 3+ years of experience in SQL, Python, and BI tools, specialising in building ETL pipelines, data models, and automated dashboards on cloud platforms. Adept at enhancing data quality, building scalable analytics and translating insights into strategies that support commercial, marketing, and financial decision-making

PROFESSIONAL EXPERIENCE

Research Assistant, Warwick University Gillmore Centre (Internship), Coventry, United Kingdom

Jan 2025 – Apr 2025

- Researched and developed a Python-based AI applications in finance, focusing on voice-command systems for secure data retrieval of financial historical performance and market trends
- Conducted competitive analysis of emerging FinTech tools, evaluating their efficacy in investment analysis and data summarisation to identify key differentiators and potential risks

Data Analyst, Gracenote (Nielsen), India

Feb 2022 – Aug 2024

- Delivered targeted metadata insights that influenced OTT client acquisition strategies, contributing to securing 3 new contracts and strengthening market position
- Streamlined recurring data analyses with Python and Tableau, enabling stakeholders to access timely insights that accelerated business decisions by 45% and improved market responsiveness
- Restored client trust and ensured adherence to service-level agreements by conducting root-cause analyses of data discrepancies impacting international accounts
- Developed reusable data solutions adopted team-wide, improving overall analyst efficiency by 65% and data quality without compromising accuracy or transparency
- Collaborated with cross-functional stakeholders and acted as a trusted partner urgent requests, providing actionable insights that informed executive decisions on content strategy and customer engagement

Analyst, Nepa, India

May 2021 – Nov 2021

- Delivered critical customer satisfaction and brand insights for FMCG, retail, and telecom clients across Nordic markets, enabling informed retention and product positioning strategies aligned with customer needs
- Identified and resolved key data discrepancies in large datasets, preventing distorted client investment decisions and reinforcing trust through transparent reporting practices
- Standardised reporting templates across accounts, improving data consistency by 12% and reducing client revisions, strengthening the reliability of insights shared with stakeholders
- Collaborated closely with senior consultants to communicate findings effectively to executive audiences, ensuring complex data was accessible and supported strategic decision-making

Associate Analyst, Colgate-Palmolive, India

Jul 2020 – Apr 2021

- Identified a 15% sales growth opportunity in underinvested segments, informing a strategic reallocation of marketing budget that supported more targeted and equitable resource distribution
- Enhanced financial reporting integrity by replacing 4 manual workflows with scalable Python pipelines, ensuring leadership had reliable, transparent data for critical decision-making
- Designed consolidated, 6 real-time dashboards in Tableau and Looker Studio, replacing static reports and enabling monitoring of KPIs across multiple regions
- Delivered actionable insights on product adoption and sales trends, supporting early-stage ROI assessments and guiding investment prioritisation with a customer-centric focus
- Automated data quality checks that reduced reconciliation errors and accelerated month-end reporting cycles by 30%, reinforcing reporting accuracy and operational efficiency

EDUCATION

MSc Business Analytics, Warwick Business School, Coventry, United Kingdom

2024 – 2025

- Classification: Merit (Expected)

B.Tech in Electronics Engineering, K. J. Somaiya College of Engineering, India

2017 – 2020

- Classification: Merit

SKILLS

- **Languages & Tools:** SQL, AWS Athena, PostgreSQL, Python, R, BigQuery, AWS Glue, JIRA (Scrum/Kanban), Confluence, Talend Open Studio, Salesforce, Excel, Google Sheets
- **BI & Visualisation:** Tableau, Power BI, AWS QuickSight, Looker Studio
- **Analytics & Modelling:** A/B Testing, Regression, Forecasting, KPI Analysis, Hypothesis Testing, Predictive Modelling
- **BI & Data Engineering:** ETL Pipelines, Exploratory Data Analysis (EDA), Real-Time Dashboards, Automated Reporting
- **Business Acumen:** Data Storytelling, Executive Dashboards, Cross-Functional Reporting, Stakeholder Engagement, Customer behaviour and retention analytics, Agile Framework

PROJECTS

A/B Testing Analysis – Loan Approval Process, Consumer Lending Company, University of Warwick 2025

- Designed and evaluated an A/B test of a new loan decision model, cutting loan officer error rates and aligning approvals more closely with predicted outcomes, which reduced default risk and improved lending accuracy
- Applied hypothesis testing and confidence interval analysis (Welch’s t-test, $p < 0.01$) to validate results, giving recommendation to roll out the model with stronger risk management, regulatory transparency, and fair-lending practices

Key Skills: A/B Testing, Hypothesis Testing, Risk Analytics, SQL, Python

Customer Review Prediction – Nile eCommerce Platform, University of Warwick 2024

- Built a Python-based binary classification model with EDA and feature engineering to predict customer sentiment from large-scale reviews, improving interpretability and predictive accuracy
- Evaluated performance using precision, recall, and F1-score, translating results into actionable recommendations that enhanced product feedback loops, customer experience, and marketing strategy

Key Skills: Python (Scikit-learn, Pandas), Machine Learning, Sentiment Analysis, EDA

Alternate Credit Access Planning – Gillmore Hackathon, Warwick 2024

- Led the data analysis for creditworthiness modelling with alternative datasets, simulating decentralised loan eligibility scoring to expand access for underserved customers
- Presented solution to stakeholders, highlighting how distributed ledger technology and alternative credit data can drive scalable financial inclusion while mitigating systemic risk

Key Skills: Blockchain, Data Modelling, Financial Inclusion Analytics, Python, SQL

CERTIFICATION

Applied Business Analytics, Indian School of Business (ISB), India Nov 2023

- Classification: Distinction
- Modules: Regression, Sentiment Analysis, Cluster Analysis, Network Analysis and Recommendation System