

HIMANI MALHOTRA

BUSINESS DATA ANALYST

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PROFESSIONAL SUMMARY

Aspiring Product Analyst with 3 years of experience in Data Analytics and Business Intelligence within Ed-Tech, E-Commerce, and Social Impact. Skilled in A/B testing, funnel analysis, and using SQL, Python, Power BI, and Tableau to derive actionable insights from data.

Experienced in creating interactive dashboards to track KPIs like conversion rates and user retention, driving effective product roadmaps. Strong collaborator with cross-functional teams to improve product performance and user experience.

TECHNICAL SKILLS

Business Intelligence & Visualization: Power BI, Tableau, Looker Studio, Redash.

Data Analysis & Programming: Python (Pandas, NumPy), R (RStudio), Advanced Excel (Power Query, VBA/Macros), SPSS.

Databases & Cloud Tech: SQL (PostgreSQL, MySQL), NoSQL (MongoDB), Snowflake, Google BigQuery, Databricks.

ETL: Data Cleaning/Wrangling for ETL Process.

Product Analytics Tools: Google Analytics (GA4), Mixpanel (Familiarity), Funnel Analysis, A/B Testing Frameworks, Figma, JIRA

Research & Survey Tech: Excel, ODK, Upya, Survey Design & Statistical Analysis.

CORE COMPETENCIES

Communication: Data Storytelling, Executive Reporting, Technical Documentation.

Product Strategy: Go-To-Market (GTM) Analysis, Feature Adoption Tracking, Customer Lifetime Value (CLV) Modeling.

Project Management: Cross-functional Stakeholder Management, Strategic Planning, Agile Methodologies.

Strategic Growth: Market & Competitor Research, Customer Acquisition Cost (CAC) Analysis, Retention Strategy.

EDUCATION

B.Sc.(Hons.) in Statistics
University of Delhi
GPA: 9.18

CERTIFICATIONS

- Data Science Bootcamp | Udemy
- Business Analytics with Excel and SQL, Power Query | Duke University (Coursera) & Simplilearn
- Power BI and SQL | Ivy Professional School & Simon Sez IT
- IBM Data Engineering | Coursera
- AI Product Management | Microsoft & Udemy

WORK EXPERIENCE

IT SURVEY ANALYST Bridge Carbon | Jan 2024 – Dec 2025

- Managed the deployment of global data activities using ODK, Upya, and an in-house tool (DISCO); streamlining data collection for user insights for cross-functional teams.
- Effectively communicated key KPIs through Power BI dashboards, enabling stakeholders to enhance data-informed business actions and operational efficiency.
- Developed and deployed interactive Tableau dashboards to visualize user funnels for the Marketing team, improving data consumption and supporting campaign ROI.
- Executed ETL processes using SQL on cloud data technologies (Snowflake, Google BigQuery); reducing latency by 30% for real-time decision-making.

BUSINESS & PRODUCT ANALYST Testbook.com | Aug 2021 - Aug 2023

- Managed KPI tracking for in-house CRM by creating 10+ dashboards and 100+ queries to identify feature gaps and boosted platform efficiency.
- Developed interactive Looker Studio dashboards for the Sales team and other stakeholders to monitor individual and team performance metrics, leading to a measurable lift in employee engagement.
- Automated data extraction using SQL, MongoDB, and 5+ ETL workflows through Apps Script to deliver real-time insights via Redash and save over 10 hours weekly for product managers.
- Analyzed and Integrated app & web event data covering 2M+ DAUs, approx. 17M+ MAUs, using Python for EDA identifying trends, resolve issues with user events implementing strategies and supported product insights and improvements.

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- Analyzed historical sales data with Excel/G-Suite to improve inventory turnover.
- Evaluated Ad Campaigns and SKU performance to implement data-driven CAC/LTV strategies, optimizing marketing spend for new products.
- Created automated reports to identify fast-moving and underperforming SKUs, assisting the product team in prioritizing high-margin items and refining acquisition strategies, resulting in a 12% boost in repeat purchase rates.