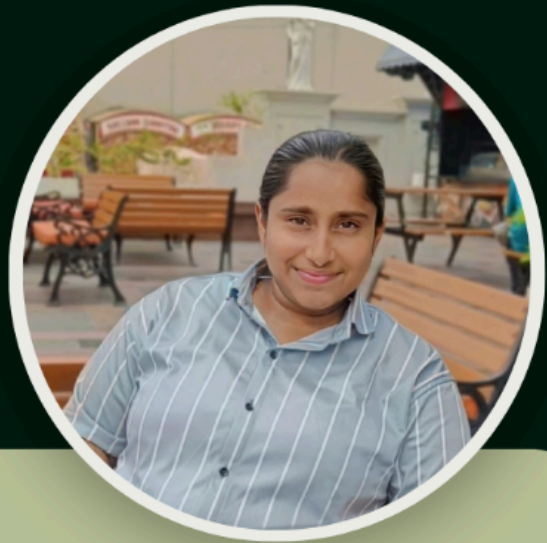


NISHU PANDIT

Data Analyst



About Me

I'm a curious and creative data enthusiast who loves finding stories behind numbers and turning insights into real results. I enjoy combining data analysis with digital ideas through Social Media Marketing (SMM) and Social Media Optimization (SMO) to create meaningful impact. I'm flexible, focused, and always eager to learn — aiming to turn every idea into measurable success with a mix of data, creativity, and strategy

Education:

Graduation

BSC Computer Science - MDU Rohtak - 2022

Post-Graduation

MCA - Dcrust University, Murthal - 2024

PG Diploma

PG Diploma in Data Analytics - MDU Rohtak - 2025

Technical & Marketing Skills

Data Analytics:

Python, R, SQL, MS Excel (Advanced), Power BI, SPSS, Tableau

Digital Marketing:

Social Media Marketing (SMM), Social Media Optimization (SMO), Content Strategy, Campaign Management

Tools & Platforms:

Google Analytics, MySQL Workbench, Apache NetBeans, Canva, Meta Ads Manager, Microsoft PowerPoint, Microsoft Word

Training & Workshop

- Completed Hands-on Training on Power BI & Visualization Tools
- Software-Driven Statistical Techniques for Data Analysis



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nishusharmabk2@gmail.com



Bajana Kalan, Sonipat, Haryana (131102)

Internships & Projects

Internship with Project

Feb 2024 - May 2024 | LEVYCON IND PVT. LTD.

(Digital Marketing Company in Gurgaon)

Java Based Project :- Banking System

Using Advanced Java as Front-end & SQL as Back-end.

Softwares Used :

1. Apache NetBeans (Advance Java)
2. MySQL Workbench (SQL)

Social Media Marketing (SMM) & Social Media Optimization (SMO)

- During my internship, I explored the creative side of Social Media Marketing (SMM) — managing campaigns, crafting engaging content, and using insights to grow brand presence across platforms.
- In Social Media Optimization (SMO), I focused on profile enhancement, trend analysis, and data-driven strategies that improved visibility, engagement, and audience connection.

Project: Indian E-Commerce — Trends, Insights & Forecasts

Analyzed India's e-commerce data (2021–2025) using Python, Excel, and R to study sales trends, seasonality, and festive vs. normal day performance. Examined product categories, city-wise sales, and discount–profit relationships, and applied time series forecasting to predict future sales patterns.

Certificates

- Search Engine Marketing – Great Learning
- Instagram Marketing Fundamentals – Great Learning
- Software-Driven Statistical Techniques for Data Analysis
- Statistical Frontiers in Data Science – 2025