ISHITA KHANNA

Junior Data Analyst | Insight Analyst
R | Tableau | Power BI | SQL | Marketing and Logistics

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Career Profile

- Outcome-driven Data Analyst with hands on experience in Data Analytics, Data Preparation, Data Visualisation and Predictive Modelling producing actionable insights in Marketing, Supply Chain and Social Services sectors.
- Proficient in R, Tableau, SQL, Predictive Modelling, Python and Excel. Optimised campaign performance by 15% for Miles Education by producing actionable insights from complex market data sets.
- Built relationships with diverse stakeholders, facilitating 5+ workshops to identify key factors influencing homelessness and guiding data-driven strategies that reduced risk by 15%.
- Passionate about transforming complex data into meaningful visualizations to uncover actionable insights and drive real-world impact. Dedicated to using data storytelling to solve challenges and enable informed decision-making for positive change.

Core Competencies

- **Data Analysis & Visualisation** - R Studio, R Shiny, SQL, Tableau, d3.js, Power BI, Python
- **Machine Learning** – Big data analysis, Supervised/ Unsupervised learning techniques, Predictive Modelling, Data Wrangling
- **Database** - MySQL, SQL Server
- **Programming & Automation** – HTML, CSS
- **Cloud Computing** – RStudio Connect, Posit Cloud
- **Agile & Productivity tools** – Google workspaces, Trello, Notion, Microsoft Office, Git, Github, Quarto
- **Industry Knowledge** – Business Analysis, Digital Marketing, Financial Services, Customer Analytics, Supply Chain, Campaign Analysis, Customer Service, Project Management, Statistical Analysis
- **Soft Skills** – Stakeholder Engagement, Data Storytelling, Cross-industry Adaptability, Agile and Process Optimisation, Problem-solving

Work Experience

Marketing and Data Analyst   *March 2024– Present*
MYSTICASE
Co-founded Mysticase, an Etsy-based phone case brand, focusing on data-driven product listing optimization and market trend analysis while collaborating on marketing strategy development and customer engagement.

- Extracted and analysed data from multiple sources using **Etsy Analytics**, **Google Trends** and **Tableau** identify market trends and improve data-driven decision-making, resulting in a **43% increase in listing views**.
- Conducted **pricing and product performance analysis** using **Etsy analytics and Tableau identifying seasonal trends** to refine marketing strategies and it enhanced customer engagement by **14% in Q3 of 2024.**
- Optimized product descriptions and tags using **Etsy SEO techniques**, improving visibility and discoverability in search results.
- **Collaborated** with a business partner to manage key operational decisions and adapt strategies to dynamic market conditions.

Customer Service Representative and Supply Chain Coordinator   *December 2022 – February 2023*
BRAND HOUSE DIRECT, MELBOURNE VIC
Managed customer service and supply chain operations for Brand House Direct, an online shoe retailer, ensuring efficient order fulfillment and exceptional customer satisfaction.

- Managed end-to-end supply chain operations, improving product handling processes and achieving a **10% reduction in delivery time**s by tracking order fulfillment metrics and **coordinating with logistics teams**.
- Oversaw customer service functions, resolving inquiries efficiently and professionally, consistently receiving positive feedback from customers by contributing to a **95% customer satisfaction rate** being the first point of contact.

- **Analysed customer feedback** and operational metrics such as time-to-fill orders, back-order rate, and PO to delivery timelines using **Advanced Excel**.

Transferrable Skills

E-exam Assistant   *May 2022 - Jun 2022, Oct 2022 - Nov 2022*
MONASH UNIVERSITY, MELBOURNE VIC
Assisted in the execution of e-examinations at Monash University, collaborating with IT and faculty to ensure a seamless digital exam experience across multiple campuses.

- Assisted in organising and executing e-exams across multiple Monash University campuses, ensuring smooth operations and adherence to protocols.
- Coordinated with IT teams and staff to troubleshoot technical issues, enhancing system reliability and minimising disruptions.

Digital Marketing Supervisor   *Jul 2021 - Sep 2021*
MILES EDUCATION, BENGALURU, INDIA
Managed digital marketing operations at Miles Education, a professional education provider, overseeing intern teams, performance tracking, and social media strategy execution.

- Analysed and tracked digital marketing campaigns for 100+ interns, optimising strategies that **boosted engagement rates by 25%.**
- Facilitated interactive training sessions on social media management and **improving engagement strategies and content effectiveness.**
- **Conducted interviews and performance evaluations**, streamlining the hiring and onboarding process for future digital marketing projects.

Key Projects

TIDYTUESDAY DATA VISUALISATION PROJECTS
Exploratory Data Analysis and Visual Storytelling using Open Datasets (Ongoing)
- **Tools and Techniques:** Data Analysis and Visualisations, R programming, R Shiny, Data Wrangling, Visual Storytelling, EDA, Reproducible Research, Insight Communication
- **GitHub:** https://ishitak22.github.io/IK_Portfolio/
- As part of the #TidyTuesday community, I applied **data wrangling** and **exploratory data analysis** techniques to uncover trends and patterns in diverse datasets.
- These projects allow me to ask thoughtful questions and build interactive dashboards that enabled users to explore data insights using **R Shiny**.
- These projects demonstrate how I independently apply data skills to **real world problems** and **communicate insights clearly**, showing I am ready to contribute in a professional data role.

WALSALL COUNCIL, UK
Housing and Homelessness Needs of Vulnerable Communities to 2040 dashboard presentation
- **Tools and Techniques:** Data Analysis and Visualisations, R programming, R Shiny, Tableau, Python, Risk Evaluation Techniques, Predictive Modelling, Machine Learning
- **GitHub:** https://github.com/ishitak22/Walsall_Council
- Developed **predictive models to forecast** housing and homelessness needs until 2040, leveraging **R, Python, and Machine Learning** to analyse demographic and socioeconomic trends.
- Designed interactive visualizations using **R Shiny and Tableau**, enabling stakeholders to explore key risk factors and make data-driven policy decisions for vulnerable communities.
- Overall, the predictive model and dashboard helped the council to **reduce report collation time by up to 30%** and enhanced tactical decision-making.

Education

MONASH UNIVERSITY, CLAYTON VIC – MASTERS OF BUSINESS ANALYTICS (FEB 2022-DEC 2023)

MANAV RACHNA UNIVERSITY, HARYANA INDIA – BACHELORS OF BUSINESS ADMINISTRATION (AUG 2018-JUN 2021)
Specialisations in Finance and Accounting

Reference

Available upon request