

Kriti Bhurtyal

Morrisville, NC | Bhurtyalkriti2002@gmail.com | 571-465-0004 | <https://github.com/kbhurtyal>

EDUCATION

University of North Carolina at Charlotte
Bachelor of Science in Computer Science, Minor: Criminal Justice

Charlotte, NC
December 2024

EXPERIENCE

Data Analyst Intern <i>ScentAir Technologies LLC</i>	May 2023 — December 2024 <i>Charlotte, NC</i>
<ul style="list-style-type: none">Analyzed IoT diffuser event logs and operational KPIs using Python and Excel to identify inefficiencies, reducing system response times by 12%.Built automated data pipelines and dashboards to track device performance, cutting manual reporting time by 25% and improving real-time visibility for operations.Partnered with the engineering and operations team to diagnose and resolve 15+ system integration issues through data-driven insights, strengthening network reliability and maintenance planning.	
Data Analytics Intern <i>Amtev (remote)</i>	May 2022 — January, 2023 <i>Seattle, WA</i>
<ul style="list-style-type: none">Built Tableau dashboards tracking marketing KPIs for 5+ campaigns, streamlining weekly reporting for executives.Developed Python + SQL ETL scripts to consolidate multi-source data, reducing manual prep time by 30%.Automated scheduling of social media content, boosting efficiency and enabling teams to focus on high-value initiatives.Validated multi-source marketing data for accuracy, ensuring executives received 100% reliable reports on KPIs.	
Marketing & Data Analytics Intern <i>RippleMatch (remote)</i>	January 2022 — May 2022 <i>New York, NY</i>
<ul style="list-style-type: none">Analyzed Salesforce and campaign engagement data, identifying performance trends that improved outreach by 6%.Conducted A/B testing on landing pages, raising conversion rates from 11.2% to 12.6%.Designed and tracked segmented email campaigns, acquiring 120+ new users in 2 months and presenting results to leadership.Communicated campaign performance insights to non-technical stakeholders, improving decision-making across marketing and client teams.	

PROJECTS

User Insights Dashboard Python, SQL, Tableau, Airflow, Databricks
<ul style="list-style-type: none">Engineered an end-to-end ETL pipeline integrating user event data from multiple sources, improving reporting accuracy by 35%.Designed interactive Tableau dashboards visualizing retention and engagement trends to support product decision-making.Optimized SQL transformations in Databricks, reducing query execution time by 40% and improving scalability.
Resume Job Scraper Python, BeautifulSoup, Pandas, Matplotlib
<ul style="list-style-type: none">Built a Python web scraper to extract and analyze 1,000+ job postings, identifying hiring trends by skills and location.Cleaned and standardized unstructured data using Pandas, improving dataset reliability and accuracy.Automated data collection and visualization workflows, enabling continuous trend tracking for job market insights.
Customer Churn Analysis Python, Pandas, SQL, Matplotlib, Seaborn
<ul style="list-style-type: none">Analyzed 5,000+ customer records to identify churn patterns by contract type, tenure, and payment method.Conducted exploratory data analysis (EDA) and created visuals revealing key churn drivers and retention factors.Delivered actionable insights and clear visual reports supporting business strategy to reduce churn.

TECHNICAL SKILLS

Data Analysis & Visualization: Excel, Tableau, Power BI, Plotly, Matplotlib, Seaborn
Programming & Scripting: Python (Pandas, NumPy, Scikit-learn), R, Java

Databases & Querying: SQL (MySQL, PostgreSQL), MongoDB

ETL & Data Engineering: Apache Airflow, Databricks, AWS (S3, Cognito)

Statistical & Analytical Techniques: Data Cleaning, EDA, Feature Engineering, A/B Testing, Hypothesis Testing

Version Control & Tools: Git, GitHub, Jupyter Notebook, VS Code