

# Kriti Bhurtyal

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## EDUCATION

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

**Charlotte, NC**  
*December 2024*

## EXPERIENCE

- Data Analyst Intern** **May 2023 — December 2024**  
*ScentAir Technologies LLC* *Charlotte, NC*
- 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** **May 2022 — January, 2023**  
*Amtev (remote)* *Seattle, WA*
- 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** **January 2022 — May 2022**  
*RippleMatch (remote)* *New York, NY*
- 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
- 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
- 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
- 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