



# NAINIKA SINGH

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## SUMMARY

Results-driven Data Analyst with 2 years of experience in delivering actionable insights through data analysis, visualization, and business intelligence. Proven ability to transform raw data into strategic insights that improve decision-making and drive business growth. Proficient in Python, SQL, Power BI, Looker Studio, and advanced Excel techniques. Skilled in statistical analysis, trend forecasting, data mining, and data visualization. Excellent problem-solving abilities and a strong understanding of business operations. Seeking to leverage analytical skills and knowledge in data science to drive impactful business outcomes.

## WORK EXPERIENCE

### Full-Stack Developer | IUS Digital Solutions Mar 2024 – Present

- Designed and built the entire website for [vintagevoguecarpets.com](http://vintagevoguecarpets.com): Frontend: Tailwind CSS, HTML, JavaScript. Backend: Node.js, MySQL for database management.
- Automated web scraping for competitor analysis and pricing strategies using BeautifulSoup and Selenium.
- Built data pipelines and integrated APIs like OpenAI for predictive business insights and automated processes.
- Developed responsive and user-friendly web applications that enhanced customer engagement.
- Key Achievements:**
  - Created automated solutions to scrape and analyze market data, contributing to a 15% increase in client acquisition.
  - Led the development of a performance dashboard to monitor key business metrics, improving decision-making efficiency by 20%.
  - I consistently exceeded my core responsibilities by proactively contributing to additional projects, providing valuable support to cross-functional teams, and driving initiatives that positively impacted overall company performance.
  - I developed multiple custom GPTs for the company, significantly accelerating workflow processes and enhancing overall productivity across various teams.

### Data Analyst | Outlook Publishing (India) Pvt. Ltd. Oct 2023 – Mar 2024

- Conducted data visualization, trendline analysis, and statistical forecasting using Power BI and SPSS to support business growth strategies.
- Provided market research insights, leading to improved targeting of customers and a 10% rise in subscriptions.
- Developed predictive analytics models to improve customer retention strategies.
- Key Achievements:**
  - Built models to predict customer churn, helping reduce churn rate by 15% through actionable insights.
  - Successfully visualized complex datasets into actionable insights to judge client's work progress.

## EDUCATION

Bachelor of Technology (B.Tech) in Computer Science	85.5%	Nov 2021 - Jun 2025
Guru Govind Singh Indraprastha University, Delhi		
CBSE CLASS 12	90.8%	2021
CBSE CLASS 10	90.2%	2019

## TECHNICAL SKILLS

- Programming Languages: Python, MOJO, JavaScript, PHP, HTML5, CSS, JSON
- Frameworks/Tools: Django, Node.js, TensorFlow, Keras, Bootstrap, Tailwind CSS
- Data Analytics & BI: Power BI, Looker Studio, SPSS, Excel, Pandas, NumPy
- Database Management: MySQL, SQL, MongoDB
- Web Development: WordPress, Bootstrap, Tailwind CSS
- Automation & Web Scraping: Selenium, BeautifulSoup (bs4), Apify
- Cloud & APIs: AWS, OpenAI API

## CERTIFICATION

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- **Generative AI: Prompt Engineering Basics** – IBM, Aug 2024  
Skills: Command Prompt, AI Prompting, OpenAI API, Prompt Design, Prompt Flow.
- **Python Essentials 1** – Cisco, Jul 2024  
Skills: Python, Object-Oriented Programming (OOP)
- **Foundations: Data, Data, Everywhere** – Google, Jun 2024  
Skills: Data Analysis, Spreadsheets, Data Visualization, SQL, Data Cleaning
- **Programming for Everybody (Getting Started with Python)** – University of Michigan, Jun 2024  
Skills: Python, OOP, Data Analysis
- **Data Analyst Bootcamp** – YouTube, Mar 2024  
Skills: Data Analytics

## PART-TIME EXPERIENCE

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### Private Tutor - Python | Self-Employed, Part-Time Aug 2023 - Present

- Mentored students, transitioning them from beginner to intermediate level in Python within a month.
- Taught Python to individuals with no technical background, helping them overcome their fear of coding and develop a love for it.
- Covered data analysis libraries like NumPy, Pandas, and Matplotlib, focusing on practical applications and hands-on learning.

### Web Developer and Designer | Creative Folk Felix Jan 2023 - Oct 2024

- Worked as a web developer and designer, contributing to website designs, blogs, and content creation.
- Led social media ad campaigns, including a successful project for Gulf Engine Oil.
- Engaged in research and development (R&D) to optimize website performance and user experience.

## EXTRACURRICULAR ACTIVITIES

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### Vice President, Navras, College Cultural Society March 2022 – Present

- Led and managed a team to organize college-level cultural events.
- Developed and enhanced skills in team management, event management, and public speaking.
- Excelled in handling last-minute situations and working under pressure while maintaining a positive atmosphere.
- Focused on teamwork and people management, ensuring a collaborative environment for success.

### PAN DELHI English Debate Runner-Up 2023-2024

- Competed at the PAN Delhi level, securing the runner-up position in the English Debate competition.
- Honed critical thinking, structured argumentation, and effective communication skills.

### College-Level Basketball Player 2021-2023

- Played for the college basketball team, showcasing leadership and teamwork during inter-college competitions.
- Built strong discipline and physical fitness, with an emphasis on team spirit.

## VOLUNTEER WORK

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### Udyan Care, NGO | Volunteer Nov 2021 – Present

- Involved in child welfare programs and initiatives to support education and empowerment for underprivileged children.
- Focused on developing and executing strategies to engage communities in social initiatives.

### National Association for the Blind (NAB), Uttarakhand | Volunteer 2017-2021

- Assisted in educational programs and social activities for visually impaired individuals.
- Helped organize and execute campaigns to raise awareness and provide support to those in need.
- Additional hours put in during COVID-19.