



NAINIKA SINGH

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SUMMARY

Full-Stack Developer with industry experience through internships - in MNC like Outlook and learning corporate to IUSDS a startup with overtime. And 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 Node.js, PHP, Laravel, Python, SQL, Power BI, 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 August 2024 – Present

- Designed and built the entire website for vintagevoguecarpets.com: Frontend: Tailwind CSS, HTML, JavaScript, Node.js. Backend: Node.js, Python(Flask), PHP, Laravel, phpmyadmin, 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. Jun 2024 – August 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, Laravel, 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

- **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

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

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

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.