NIHA YADAV

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EDUCATION

Master of Science in Social Data Analytics and Research

The University of Texas at Dallas | Richardson, TX   Graduation: May 2026

Bachelor of Science in Computer Science

The University of Texas at Dallas | Richardson, TX   Graduation: August 2023

TECHNICAL SKILLS

- Programming Languages: C++, Java, HTML, CSS, React.js, Node.js

- Data Analytics: STATA, R, Python, SQL

- Data Visualization: Tableau, ArcGIS, Microsoft Power BI

- Certifications: Google Data Analytics Certificate   Completion: February 2025

RELEVANT COURSEWORK

Knowledge Mining | Information Management | Applied Regression | Research Design | Internet Mapping and Information Processing

PROFESSIONAL EXPERIENCE

Data Analyst Intern

Nameless Ministries | Tampa, FL   October 2024 – January 2025

- Analyzed and interpreted social media data from 5+ platforms, identifying trends that led to a 15% increase in engagement.

- Utilized regression analysis to segment audiences, increasing targeted content effectiveness by 20%.

- Performed competitor analysis through benchmarking, leading to a refined social media strategy and a 25% increase in follower growth rate.

Software Engineering Intern

Northwestern Mutual | Milwaukee, WI   June 2022 – August 2022

- Developed and optimized React.js components, reducing page load time by 30% and enhancing user experience.

- Collaborated with UI/UX designers and developers, implementing design improvements that led to a 10% increase in user retention.

- Conducted A/B testing on multiple interface variations, leading to a 12% improvement in site performance metrics.