Nikhil Dahiya

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Professional Summary

- About 2 years of experience in data analytics and business intelligence, with a focus on customer segmentation, campaign performance, and marketing strategy optimization.
- Proficient in Python, R, SQL, Excel, Tableau, Power BI, and Adobe Analytics for data analysis, dashboard development, and reporting automation.
- Strong background in quantitative analysis, A/B testing, process improvement, and deriving actionable customer insights to support decision-making.
- Recognized for excellent time management, communication, and a customer-centric, analytical approach to solving complex business problems.

Work Experience

Research Assistant Sept, 2024 – Dec, 2024

Beedie School of Business, Simon Fraser University *Burnaby, BC*

- Led a marketing analytics study to analyze the impact of advertising campaigns on box office sales, using behavioral and engagement data.
- Cleaned and unified 1M+ records across movie ratings, ad placements, and sales using Python-based ETL pipelines.
- Applied regression and time series modeling to identify optimal ad timing; early-week campaigns improved weekend ticket sales by 15%.
- Built interactive dashboards and ad hoc visual reports, enabling media planners to reallocate 20% of ad budget to higher-impact windows.

Data Analyst Sept, 2023 – Apr, 2024

UBC Centre for Heart Lung Innovation *Vancouver, BC*

- Analyzed health records from 5,176 participants to explore risk patterns between occupational exposure and respiratory illness.
- Engineered STATA and SAS workflows for site-level segmentation, reporting consistent exposure effects across 7 out of 9 regions.
- Identified significant exposure-risk associations (OR = 1.8, p <0.01); results formed the statistical foundation for a journal submission.
- Automated data summaries and quality checks, reducing manual cleaning time by 40% and ensuring high data integrity.

AI/ML Intern May, 2022 – Aug, 2022

Ernst and Young *Gurugram, India*

- Designed an OCR-based redaction solution for forensic image analysis, streamlining compliance in digital investigations.
- Achieved 95% detection accuracy on ID documents by integrating OpenCV, EasyOCR, and regex-based automation.
- Reduced manual review time by 40% and improved team efficiency in processing evidence for client investigations.
- Documented workflows and created stakeholder demo sessions, resulting in internal adoption across 3 EY offices.

Capstone Project

BCMEA Labour Demand Forecasting Project

Python, Scikit-Learn, Linear Regression, K-Means, Power BI Jan, 2025 – Apr, 2025

- Forecasted labor demand for port operations by building predictive models to replace BCMEA's legacy system with 40% MAPE.
- Cleaned and merged 2M+ records (payroll, vessel logs, gang allocations) using Python and fuzzy matching; automated reporting via SQL and Power BI.
- Engineered features such as holiday flags and K-Means clusters for vessel types to improve demand prediction accuracy.
- Reduced MAPE to 7.45%, enabling 80%+ improvement in scheduling accuracy and minimizing labor over/underutilization.

Education

Simon Fraser University Burnaby, BC

Bachelor of Science, Major in Data Science *Jan, 2021 – Apr, 2025*