NIKHIL THOTA

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WORK EXPERIENCE

Business Analyst   *Dec 2021 – Jan 2023*
PharmEasy, API Holdings   Bangalore, India

— *Product Analytics*: MicroStrategy Dashboards for Insights on Product performance through sales, views and other KPIs.
— *Stream Analytics*: Resolving business usecases which involve Views(Search,Product Description Page, and Add to Cart) Impressions and Clicks in the funnel journey by an user on the PharmEasy website.
— *Data Pipelines*: Airflow DAGS to write workflows which populate the data in the base tables, which are used to create the Base views for MicroStrategy Dashboards.
— *Data Modelling*: Multiple Dimensional Data models which serve as the primary source of truth for the rest of Internal Analytics teams.
— *MicroStrategy Reports*: Built various MicroStrategy dashboards using the Data models which are created from airflow workflows on the raw tables from different DBs like MongoDB, Nebula Arango, and Nebula Graph in Hue (hive), and Redshift instances.
— *Business Reports*: Business Usecases like Product Information, and LQS(Listing Quality Score) which gives a listing rank for the products present in the catalog based on the Catalog completeness and correctness.
— *Stakeholders Management*: Responsible for the satisfaction of the Business Product Teams and hierarchies with respect to their Analytics requirements, adhocs and planned Analytics items.
— *Demand Planning*: Created multiple dashboards, by setting up data pipelines to track the Demand KPIs like Availability, Pseudo Availability while migrating the Supply Chain logistics to Zone based delivery system.
— *Inventory Management*: Enabled various real time inventory checks based on the Fulfilability Status of product catalog across various Delivery warehouses, to quickly re-stock items, and manage the logistics accordingly.
— *Tools & Technologies*: SQL, Python, Airflow, Microsoft Excel, Dbeaver, Redshift, Hue - Hive, Presto, MicroStrategy.

Business Analyst   *Dec 2020 – Dec 2021*
Saras Analytics   Hyderabad, India

— *Account Management*: Engagement with Amazon Sellers, Shopify Sellers to come up with Data driven solutions for business usecases by creating data pipelines, empowering various Dashboards thus providing the required visibility of KPI trends.
— *Stream Analytics*: Google analytics pipelines for automated KPI reports which can reduce Funnel drop rate and increase the Click through rate (CTR), and Conversion rate(CR).
— *ELT Process*: Data Extraction from Seller DBs through inhouse data connectors, applying transformations through DBT and loading back into Data warehouses like BigQuery, and Snowflake. Real time development and Production environment data pipelines and testing.
— *Data Validation and Modelling*: Keeping the accuracy to 100% for most of the Seller Reports, and modelling these tables as relations by identifying the Primary keys and foreign keys thereby removing any duplication caused by batch numbers.
— *Data Analysis*: Techniques like Market Basket Analysis, Product Lapsation Modelling, Funnel Drop troubleshooting to extract key information which can boost revenue and margins.
— *Data Visualization*: Sales, Margin, Customer Dashboards in PowerBI, DataStudio, Tableau, and MicroStrategy built on the Data pipelines from these Data warehouses.
— *Data Warehousing*: Star schemas, Datalakes, Datamarts, Cubes implementation on BigQuery, and Snowflake warehouses. Cloud pipelines using GCP and variety of API's to create key dimesion tables.
— *Analytics tools*: Worked with various Products like DBT, BigQuery, Snowflake, Data Studio, PowerBI, Tableau, PowerPoint, Excel, Go Dashbords, Daton Data Connectors, Magento DB and PostGres.
— *Tools & Technologies*: SQL, Python, DBT Cloud, Microsoft Excel,BigQuery, Amazon Seller Central, Shopify Seller Central, Snowflake, PowerBI, Tableau, DataStudio, ETL Process, ELT Process, Google Analytics, Data Connector tools - Daton.

Associate Customer Success, Analytics   *Jan 2019 – Dec 2020*
Capillary Technologies   Bangalore, India

— *Internship*: Market research on Loyalty and CRM in offline retail. Shadowed meetings, captured minutes, and collaborated with teams to gain insights into their work and strategies. Setup business reports.
— *Account Management*: Successfully retained churning customers by effectively allocating resources, time, and through the diligent execution of different requests like reporting, ad-hoc tasks, operations, and Campaign Management resulting in the complete satisfaction and happiness and eventually rewarding us with the retention contract of the client.

- *Data Cleaning and Validation*: Validated Offline retail POS data with the Client reports by using Excel, SQL, and visualization tools to explain the anomalies, and methods to rectify the errors.
- *Data Analysis and Visualization*: Exhaustive Data Analysis on Transactional, Customer and Geo level Offline Retail data using SQL, Python. Key Insights communicated through reports in Excel, PowerBI, and Business Review meetings.
- *Campaign Strategy and Design*: Customer segmentation techniques like RFM Modelling, Lapsation Model, K-means to design personalised campaigns based on the purchase history and promotions/discounts respective to that brand.
- *Operations Management*: As part of daily responsibilities, I had to take care of various requests from different teams like Sales, Finance, Legal, Campaign Delivery teams, and Brand Marketing. Effectively prioritizing and Collaborating work between these teams was one of my key KRA's.
- *Demand Forecasting*: Using various techniques like Time Series Analysis of KPIs - Gross Revenue, Cost, Promotions & Regression to come up with approximated Sales for the next few months, to devise marketing plans, and help with key decisions.
- *Tracking KPI's*: Devising Key Performance Indicators by briefly collaborating with stakeholders, Queries written in SQL, and Python to create different emailers and Newsletters to communicate trends in the KPIs.
- *Tools & Technologies*: SQL, Microsoft Excel, Microsoft Powerpoint, Zeppelin, Databricks, BI tools - Insights+, Loyalty+.

EDUCATION

San Jose State University   *Jan 2023 - Feb 2025*
Masters in Data Analytics   San Jose, California
CGPA: 3.43
Project 1: Exploration of BART and VTA Data Models.

- Implemented the GTFS files of BART and VTA as databases in BigQuery using DBT (for ETL pipelines), and MySQL workbench (ER Model).

- Used Tableau, Arrows, and MongoAtlas to communicate the key insights from our exploration.

- Analyzed Ridership Reports of BART historically, and came up with time series analysis plotted against different dimensional attributes to understand the patterns better.

- Built a simple User Interface using Flask and Kubernetes, and connected it with Neo4j queries to come up with Fare, time related queries between BART stations.

- Implemented Polyglot Persistence by using BigQuery, MongoDB, and Neo4j for different purposes across project.

- Blog link:
  `https://medium.com/@nikhil.thota_81762/exploring-bart-vta-data-models-through-r-dbms-3d9aa7f197ee`

Project 2: Marvel-ous insights on Marvel Universe.

- Data collection through Web Scraping, APIs, and Kaggle Datasets.

- Exploratory Data Analysis on the procured Datasets.

- Key Insights from the Historical Facts, and Live Survey Data in Interactive Tableau Dashboards.

- Blog link: `https://medium.com/@nikhil.thota_81762/data-visualization-course-project-marvel-ous-insights-on-marvel-data-f784614902b3`

Github link: `https://github.com/nikhileasy420/MSDA`

IIIT Vadodara   *Aug 2015 - Sept 2022*
B.Tech in Computer Science and Engineering   Gandhinagar, India
CGPA: 6.56

- Indoor Localisation using WiFi Fingerprints.

- Online Pharmacy - SDLC

- Online Movie ticket booking database

Skills

- R-DBMS Management
- SQL - JOINS, window functions, Aggregates, Stored procedures
- Python - Pandas, Numpy, Plotly, Matplotlib, Requests.
- Data Modelling
- Various Insights Generation through KPIs.
- Interpersonal Skills
- Microsoft Office - Advanced Excel, Powerpoint
- Visualization tools - PowerBI, Tableau, Data Studio, MicroStrategy
- Phases of Software Development Life Cycle.
- DBT Cloud
- Data warehouses - Snowflake, Redshift, BigQuery
- NoSQL Databases - Cassandra, Redis, MongoDB
- Basics of Neo4j Graph DB
- Data pipelines with APIs
- Technical Report Writing using LaTex
- Project Management - JIRA, Slack Pipelines
- Agile Methodologies
- Data Engineering
- Build and Release Management
- Development and Production Environment
- Cloud Data Warehousing - Datalakes, Datamarts
- KPI Creation - Offline Retail, and Ecommerce Stream Analytics.
- Customer Analytics
- Loyalty Rewards - Customer Relationship Management
- SEO Analytics
- Campaign Design, Strategy and Delivery
- Operations Management
- Incident Management
- GitHub
- Postman
- Demand Planning
- Inventory Management