

# NIKHIL THOTA

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## EXPERIENCE

### Business Analyst

#### Pharmeasy

Dec 2021 – Jan 2023

Bengaluru

- Ensured the accuracy of Product Catalog Data, including key metrics such as Product Listing Rank (LQS) which had a direct impact on the Sales.
- Cut down adhoc's from business by 40% by creating various data pipelines, data models and automated reports through micro-strategy dashboards and emailers.
- Scaled up the data driven Funnel experiments by 8% powered by data analysis like customer segmentation, market basket analysis.
- Leveraged Numerous Airflow workflows to reduce the time taken by 20% while implementing the changes in logistics architecture of the org.

### Business Analyst

#### Saras Analytics

Dec 2020 – Dec 2021

Hyderabad

- Boosted Client ROIs to 3x by implementing key campaign strategies which were derived while implementing market basket analysis, and lapsed models for a client.
- Leveraged DBT cloud, UI Path RPA and techniques like Lapsed Modelling, Product Analytics to unlock actionable insights from vast seller central data, thereby boosting their data transparency by 70% for Amazon & Shopify Sellers.
- Engineered data lakes to reduce the data redundancy, thereby reducing the memory by 30%.
- Managed and Created various ETL/ELT processes to go from 0% data transparency to > 70% for various ecommerce clients.

### Business Analyst / Customer Success

#### Capillary Technologies

Jan 2019 – Dec 2020

Bengaluru

- As an intern, achieved a 4x ROI by successfully implementing data-driven campaign plans while collaborating with various teams, including brand marketing, campaign delivery, finance, and legal teams, to execute campaigns for retail textile and glam brands.
- Improved the Client retention rate by 7% by tracking financial brand health and relations by implementing various practices like improved communication, data driven decision making.
- Impacted CRM growth by at least 20% through deploying numerous models implementing RFM, Demand Forecasting and Market Basket Analysis to address challenges across retention management, loyalty program design, and customer segmentation.
- Downfall in fraud transactions by 38% by implementing data driven fraud rules for Offline retail brands.

## MY LIFE PHILOSOPHY

"NEVER GIVE UP"

## STRENGTHS

Critical Thinking   Analytical Problem Solving  
Process Improvement   Team Player/Leader

Excel   Microsoft Suite   G-Suite  
SQL   Python   Airflow   Plotly   Matplotlib  
Pandas   Numpy   PowerBI   Tableau  
Looker   Microstrategy   DBMS   CI/CD  
Statistical Modelling   Operations Management  
DBT   ETL/ELT Process   BigQuery  
Snowflake   A/B Testing   Hypothesis Testing  
Regression   Probability   SVD   PCA  
DBeaver   Redshift   Hive   Presto  
Google Analytics   Data Modelling   GoLang  
Agile   AWS Suite   GCP   API  
Time Series Analysis   Classification

## EDUCATION

### B.Tech Computer Science

#### IIIT Vadodara

Aug 2015 – May 2019

- Indoor Localisation using WiFi Fingerprints.
- Online Pharmacy
- Online Movie ticket booking database

### Masters of Sciences Data Analytics

#### San Jose State University

Jan 2023- Estd. Dec 2024

- Exploring BART, VTA Data models and BART ridership data analysis to come up key insights related to route, and price for SJSU commuters.
- Data Visualization Course Project: Marvelous Insights on Marvel Data.