NIKHIL THOTA

Graduate Student at San Jose State University



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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 adhocs from business by 40% by creating various data pipelines, data models and automated reports through microstrategy 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 lapsation models for a client.
- Leveraged DBT cloud,UI Path RPA and techniques like Lapsation 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.

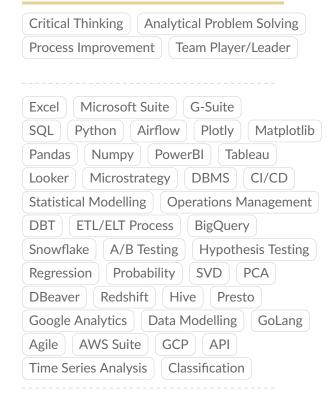
Business Analyst / Customer Success Capillary Technologies

- **a** 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 atleast 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



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

- iii 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.