

# NIKHIL THOTA

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## EXPERIENCE

### Business Analyst / Customer Success

#### Capillary Technologies

Jan 2019 – Dec 2020

Bengaluru

- As an intern, achieved a 3x 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.
- Secured Client contracts by tracking financial brand health and relations through data driven decision making.
- As part of CRM strategies towards growth, deployed numerous models implementing RFM, Demand Forecasting and Market Basket Analysis to address challenges across retention management, loyalty program design, and customer segmentation.
- Data driven fraud rules to mitigate the skewness of the loyalty Data Analysis, and to get a better understanding of the brand health.

### Business Analyst

#### Saras Analytics

Dec 2020 – Dec 2021

Hyderabad

- Enabled data driven decisions by creating and monitoring various KPIs in the context of Revenue, Marketing, P/L, Demand Planning and financial analysis.
- Leveraged DBT cloud, UI Path RPA and techniques like Lapsation Modelling, Product Analytics to unlock actionable insights from vast seller central data, driving informed decision-making and optimizing performance for Amazon & Shopify Sellers.
- Developed multiple data models in BigQuery, Redshift using DBT, Glue from sources like Google Analytics & Seller API's and build dashboards empowering stakeholders to make data-driven decisions for various usecases.
- ETL and ELT mechanisms to derive value from huge datalakes.

### 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.
- Key support to business by delivering automated reports through Microstrategy and Emailers, facilitating their decision-making process in decisions which had direct impact on key KPIs.
- Created Demand planning KPI's on click stream data, and Inventory Fulfilability KPIs on Inventory flow data in MicroStrategy for the business to take informed decisions.
- Data Engineering to Enable Key Insights.

## MY LIFE PHILOSOPHY

"NEVER GIVE UP"

## STRENGTHS

Hard-working

Eye for detail

Socially Available

Very flexible and Adaptable

Process Improvement

Advanced Excel

Microsoft Suite

Financial Analysis

Regression

Demand Planning

DBMS

Campaign Strategy

Data Modelling

Advanced SQL

PowerBI

Tableau

Looker

Microstrategy

Statistical Modelling

Operations Management

DBT

AIRFLOW

BigQuery

Snowflake

Supply Chain Analytics

NoSQL

Data Engineering

DBeaver

Redshift

Hive

Google Analytics

Pandas

Matplotlib

Numpy

Requests

Python

## 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. Feb 2025

- 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.