NIKITA RAJESH RATHOD

MSc Sciences Post Graduate and Data Analyst Intern

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CAREER SUMMARY

Data Analyst professional with hands-on experience in data visualization and analytics using Power BI, Tableau, SQL, and Python. Demonstrated success in leading projects that increased sales conversion rates by 40% and reduced customer acquisition costs by 25%. Skilled in exploratory data analysis, dashboard creation, and deriving actionable insights to optimize business processes. Adept at communicating complex findings and committed to continuous learning and process improvement.

EDUCATION

- Data Analysis — Feb 2024
- Computer Drug Design — Dec 2021-July 2022
- Master's Of Science from University of Pune — June 2018-Sep 2020
- Bachelor's of Science from University of Pune — July 2016- May 2018

Experience

- Orchestrated hands-on projects, applying diverse tools such as MySQL, Power BI, Tableau, and Python to analyze practical data; optimized Processes, resulting in a 25% increase in productivity and a 15% reduction in errors.
- Traineeship at MedTourEasy as Data Analyst.

SKILLS

- **TOOLS/PLATFORMS: Microsoft Power BI, Microsoft Excel Advance, GIT-hub**
- **PROGRAMMING LANGUAGES:** Python in (J Notebook, Google Col), NumPy, Pandas, Matplotlib, Seaborn
- **DATABASE: SQL IN MYSQL**

Analytical SKILLS

- Advanced MS Excel
- Data Analysis: Exploratory Data Analysis
- Research Skills: Ability to conduct research to support data-driven decision-making

CERTIFICATIONS

- Analyzing and Visualizing Data with Excel
- Python for Data Analysis
- Introduction to Data Analysis
- Coding For Data Analysis
- SQL for Data Analysis
- Basics of Exploratory Data Analysis with Python
- Data Visualization using Tableau

SOFT SKILLS

- Curiosity and Continuous Learning
- Attention to detail
- Strong process orientation
- Communication skills
- Adaptability and flexibility
  Teamwork & Collaboration
- Multi - Tasking
- Aptitude for breaking down complex problems.

PROJECTS

- **Domain of Project: Sentiment Analysis of Customer Reviews Using Python and NLP**
  Summary -
- Developed a sentiment analysis model to classify customer feedback from e-commerce platforms as positive, negative, or neutral using Python and Natural Language Processing (NLP) libraries. Cleaned and preprocessed large datasets, engineered features, and visualized sentiment trends over time. Delivered actionable insights to help the business improve product offerings and customer satisfaction.

- **Domain of Project: Real-Time Stock Price Dashboard with Time Series Analysis**
  Summary -
- Built an interactive dashboard in Power BI that tracks real-time stock prices and visualizes key financial metrics for selected companies. Integrated live data feeds, performed time series analysis to identify trends and anomalies, and implemented forecasting models to predict future stock movements. Enabled users to filter and compare stocks, supporting data-driven investment decisions.

- **Domain of Project: Market Basket Analysis for Retail Sales Optimization**
  Summary -
- Conducted a market basket analysis on retail transaction data using SQL and Python to identify frequently purchased product combinations. Applied association rule mining to uncover cross-selling opportunities and recommend product placements. Presented findings through Tableau dashboards, leading to targeted marketing strategies and increased average transaction value.