

Nikita Singh

[GitHub](#) | [portfolio.github.io](#) | [Nikita](#) | rajputnikitasingh43@gmail.com | [+91-8287701866](#)

EXPERIENCE

Jr. Business Analyst Jan 2025 – Sep 2025
Movidu Technology Noida

- Collaborated with the operations and analytics team to prepare and automate weekly MIS reports using Excel and Power BI, tracking student placements and recruiter performance across 25+ partner companies
- Worked with data science and product teams to analyze over 10,000 candidate assessment records from Movidu’s AI hiring tool, identifying trends that improved test effectiveness and boosted candidate pass rates by 14%
- Teamed up with account managers to build dashboards and reports for 25+ academic institutions, enabling real-time visibility into internship conversions and contributing to a 12% increase in partner engagement

Analytics Intern Sep 2024 – Dec 2024
The Outlook Remote

- Collaborated with a junior analyst to clean and validate 10,000+ e-commerce customer activity logs in Excel, resolving timestamp mismatches and duplicate entries, reducing reporting errors by 15%
- Worked with the CRM and marketing teams to segment customers based on purchase frequency and recency, enabling personalized email campaigns that increased click-through rates by 25%
- Tested 20+ SQL queries (e.g., GROUP BY, CASE WHEN) to generate weekly churn reports used in marketing performance reviews
- Analyzed 12 months of transaction data using Pandas and Matplotlib to identify peak sales during festive seasons, helping the business plan inventory and promotional strategies more effectively

PROJECTS

Retail Sales Trends Insights | *Python, Jupyter, Pandas, NumPy* | [GitHub](#) Feb 2025 – Mar 2025

- Analyzed 53K+ retail transactions to identify customer behavior patterns and seasonal demand shifts
- Discovered peak sales in May and found that women spent more on clothing, especially during seasonal promotions
- Used basic correlation analysis to confirm winter as the most profitable season, helping inform inventory planning

Walmart Sales Data Analysis | *SQL* | [GitHub](#) Jan 2025 – Feb 2025

- Maintained a basic database of 1,000+ Walmart sales records across three branches to support sales reporting
- Analyzed sales trends using SQL, uncovering that Electronic Accessories were top-selling items and E-Wallets were the preferred payment method for 38% of customers
- Identified a 20% revenue gap between branches and provided initial insights to help improve underperforming locations

Tableau Dashboards | [Link](#) Jan 2025 – Feb 2025

- Kress Maintenance Prediction, Netflix Data Analysis & Airbnb Market Analysis

EDUCATION

MBA | **GL Bajaj Institute of Technology and Management, Greater Noida** May 2025
Major in Business Analytics

BMS | **Gopal Narayan Singh University, Sasaram** Jun 2023
Major in Business and Finance

TECHNICAL SKILLS

Analytics	Excel (Advance), SQL (Advance), Python (Basics)
Reporting	Tableau, KPI Tracking, Trend Analysis, IFRS Basics
Tools	JIRA, GitHub, SAP, MS PowerPoint, Google Sheets

CERTIFICATIONS & RESEARCH

1. Academic Project: Forensic Analysis of Money Laundering at ABC Bank (Post-Demonetization) | [Link](#)
2. Accenture North America: Data Analytics & Visualization Job Simulation | [Certificate Link](#)
3. Udemy: SQL for Developers, Data Analysts, and BI | [Certificate Link](#)