

# NIKITHA SATHISH

## DATA ANALYST

Annecy, France | [LinkedIn](#) | +33766817647 | [nikithasathish108@gmail.com](mailto:nikithasathish108@gmail.com)

### PROFESSIONAL SUMMARY

Data Analyst with a Master's in Data Analytics and AI, specializing in transforming raw data into actionable insights using advanced data analysis, visualization tools, and statistical techniques. Expertise in SQL, Python, Excel, and data visualization tools like Power BI and Tableau. Proven ability to improve business performance through data-driven decision-making. Passionate about utilizing data to solve complex business problems and drive strategic outcomes. Highly motivated by technology, with a strong focus on innovation, learning, and collaboration.

### SKILLS

- **Data Analysis:** SQL (MySQL, SQLite, Postgresql), Python (Pandas, NumPy, SciPy, Matplotlib, Scipy etc)
- **Visualization & Reporting:** Excel(Pivot Tables, VLOOKUP, XLOOKUP), **Power BI** (DAX, API), **Tableau**
- **Marketing analytics:** Market Trends Identification, Campaign analysis, funnel analysis, customer segmentation , A/B testing
- **Generative AI & Prompt Engineering:** ChatGPT, Gen AI (utilizing AI-driven tools for data analysis, prompt engineering, and automating repetitive tasks)
- **Web Analytics:** Google Analytics 4, Tag Manager, Looker Studio , ContentSquare, SEMrush, SimilarWeb
- **Machine Learning:** Regression Models, Classification, Clustering, Time Series Forecasting
- **Presentation:** PowerPoint, Google Slides
- **Languages:** English (Fluent), French (Intermediate)
- **Soft Skills:** Strong Analytical Thinking, Problem-Solving, Team Collaboration, Quick learner,

### WORK EXPERIENCE

#### Strategic Marketing Analyst Junior Intern

May 2023- July 2024

*Salomon – Annecy, France*

- Supported the EMEA marketing director by delivering comprehensive data analyses and building strategic dashboards that improved marketing campaign performance by 10%
- Collaborated with cross-functional teams to analyze large datasets using SQL, translating business requirements into technical tasks to enhance go-to-market execution
- Developed and maintained data driven dashboards using PowerBI to track key marketing KPIs, providing clear communication of insights to both technical and non-technical stakeholders
- Utilized Power BI and SimilarWeb for traffic and sales analysis, identifying growth opportunities and competitor trends

#### Growth & Marketing Data Analyst Intern

July 2022- December

2022

*Décathlon Travel – Annecy, France*

- Conducted detailed market analysis and structured large datasets, which led to a 20% boost in campaign effectiveness across digital marketing channels in B2C environment.
- Achieved an 8% conversion uplift through data-driven target marketing based on customer data segmentation and engagement using tools like ContentSquare and Google Analytics
- Implemented A/B testing and cohort analysis to assess user engagement and conversion metrics, using Google Analytics , leading to 15% increase in engagement

- Worked with cross-functional teams to create visualizations and dashboards using Excel and Looker, ensuring the sales and marketing teams had real-time access to relevant KPIs and performance data

## Sales Professional

July 2017 – June 2020

### **Siemens Energy**– Chennai, India

- Collaborated with sales and product teams to interpret customer data and support the development of commercial strategies
- Delivered detailed financial models and performance analyses, enabling senior management to make data-driven decisions in a competitive market environment
- Established and tracked KPIs to guide strategic decisions and improve overall sales performance.

## EDUCATION

---

### **Master of Science in Data Analytics and Artificial Intelligence**

July 2021- June 2022

#### **EDHEC Business School** - Lille, France

- Relevant Coursework Completed: Customer Relationship Management, Market Analysis, Competitive Intelligence, Data Visualization and Sustainability Management

### **Bachelor of Technology in Electrical Engineering**

August 2013- June 2017

#### **College of Engineering, Trivandrum** – Kerala, India

- Graduated with First Class ; Awarded the best student project

## CERTIFICATIONS & TRAINING

- 
- Google Analytics 4 Certification
  - SQL for Data Analytics (Udemy)

## PROJECTS UNDERTAKEN

---

For detailed project showcases, visit my portfolio.

### **SALES & CONSUMER DASHBOARD**

- Designed an interactive **Tableau** dashboard by extracting and transforming data to analyze sales and consumer trends.
- Delivered actionable insights to optimize revenue growth strategies

### **Customer Segmentation for Marketing Analytics**

- Implemented K-Means clustering in Python to group customers based on behavior and enhance personalized marketing strategies.
- Improved campaign ROI by targeting well-defined customer segments.

### **Global CO<sub>2</sub> Emissions Analysis**

- Analyzed global CO<sub>2</sub> emissions across sectors and regions, identifying emission trends and hotspots using Python & SQL
- Created an interactive dashboard in Power BI to visualize emission patterns and inform sustainability efforts.