NISCHAL SACHDEVA

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 GitHub   in LinkedIn

EDUCATION

Amity University   Noida (Uttar Pradesh)
Master of Business Administration (Business Analytics) *GPA: 8.87*   July 2024 - Present

SGTBKC, University of Delhi   Delhi
Graduated in B.A. Political Science Hons., 1st Division   2021 - 2024

Shanti Niketan Vidyapeeth (SNVP)   Meerut (Uttar Pradesh)
Senior Secondary - 97.25%   2019 - 2021

WORK EXPERIENCE

SHIKSHA.COM   Remote
Campus Ambassador (Intern)   March 2023 - July 2023

- Served as campus liaison for Shiksha.com, executed awareness campaigns and student engagement programs, leveraging social media marketing to increase campus brand visibility by 35 percent and onboard 70+ students to the platform.
- Facilitated onboarding for 70+ students by promoting career guidance platforms and educational resources, improving engagement, and aligning services with individual career goals.
- Enhanced communication, marketing, and public speaking skills while delivering actionable insights on student interests and campus trends to the Shiksha.com team.

SKILLS

Technical: Power BI, Python, SQL, Advanced Excel (Pivots), Lucid.io, PowerPoint, BPMN, UML
Soft skills: Cross-functional Stakeholder Collaboration, Business and Technical Communication
BA role: Requirements elicitation, Business Process Improvement, Agile User Stories, BRD/FRD

PROJECTS

Zepto (Quick Commerce) - Customer Churn & Retention Analysis | *Python, SQL, Power BI, Advanced Excel, Lucid.io*   GitHub

- Executed an end-to-end Customer Churn & Retention Analysis case study for Zepto, aiming to reduce churn from 25% to ≤8%.
- Built a predictive churn model (Python, Logistic Regression) achieving ~76% accuracy to identify at-risk customers.
- Spearheaded the development of interactive churn dashboards using Power BI and Excel, visualizing real-time customer behavior patterns derived from analyzing more than 10,000 customer records with SQL, and improving data accessibility.
- Analyzed 10,000+ customer records using SQL and Excel to identify behavioral patterns and churn drivers.
- Created and delivered key Business Analyst documentation, including Business Requirement Documents (BRD), Functional Requirement Documents (FRD), user stories, UML and BPMN models, Requirements Traceability Matrix (RTM) and User Acceptance Testing (UAT) scripts.
- Recommended data-driven retention strategies (loyalty programs, personalized campaigns, process improvements) to increase CLV and lower CAC.

E-Commerce Sales Dashboard (Power BI)

- Developed an interactive Power BI dashboard analyzing sales, profit, and customer behavior across categories, states, and payment modes, reducing reporting, driving a 25 percent improvement in business insights accuracy.
- Delivered key insights through KPIs (438K Sales, 37K Profit, 5,615 Quantity, 121K AOV) and visualizations such as monthly profit trends, sub-category analysis, and payment distribution.

KEY CERTIFICATIONS

- Completed Microsoft Business Analyst Professional Certificate -   Microsoft (Coursera), 2025.
- Completed Databases and SQL for Data Science with Python -   IBM (Coursera), 2025.
- Scrum Fundamentals Certified (SFC) -   ScrumStudy, 2025.
- Completion Badge on Introduction to Generative AI -   Google, 2025.

AWARDS & ACHIEVEMENTS

- Led an Instagram awareness initiative on domestic violence and gender equality, leveraging data analytics to enhance content strategy, improve reach, and maximize audience engagement.
- Recognized and awarded with top academic honors for exceptional scholastic performance - SNVP, Meerut.
- Authored and Published blogs with global reach, leveraging analytics to enhance readership and engagement.
- Engaged in HackerRank coding challenges to enhance programming proficiency and analytical problem-solving skills.
- Awarded the first prize in a debate competition at St. Mary's on the topic "The Need of the Hour".