Nitish Thakur

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EDUCATION:

Doaba College, Jalandhar   **2021-2024**
Bachelor of Computer Application

SKILLS:

Tools:	Programming Languages:	Database:
● Google Workspace	● SQL (Structured Query Language)	● MySQL
● Advanced Excel	● Python	● Microsoft SQL Server
● Power BI		

PROJECTS:

Business 360 - Brick & mortar and e-commerce [Power BI | SQL | Excel | Dax Studio]   **Aug 2024**
[GitHub Repo](#) | [Live Dashboard](#) | **[Video Presentation](#)**
Customized a multi-functional Power BI dashboard to analyze AtliQ hardware's sales trends over the global market by gathering data from 2 different sources (Excel/CSV files and a SQL database).
- Built data model and visualizations in Power BI, and optimized the report with DAX studio which improved the performance of the report by **5**%.
- The dashboard enabled AtliQ hardware to analyze different department sales trends and make data-driven decisions, leading to a projected **10**% revenue acceleration and **20**% reduction in data-related expenses.

Ad-hoc Analysis of AtliQ hardware [SQL| MySQL]   **Sep 2024**
[GitHub Repo](#) | [Presentation](#)
- Generated product-wise sales reports for Croma India (FY 2021), providing detailed insights for executives.
- Developed monthly and yearly gross sales reports, improving revenue tracking efficiency by **20**%.
- Improved forecast accuracy analysis for all customers, aiding in better sales predictions and resource planning.

EDA on Customer Behavior [Python | SQL | EXCEL]   **July 2024**
[GitHub Repo](#) | [Presentation](#)
- Delivered strategic recommendations to enhance marketing initiatives and improve customer satisfaction of Amazon through comprehensive data-driven insights.
- Analyzed customer demographics, revealing that **58.5%** of the customer base is female, with a significant concentration of purchasing activity among young adults (ages 18-24), particularly during nighttime hours, which account for **65.3%** of total sales.
- Observed that over **50%** of customers sometimes complete their carts; 'Beauty and Personal Care' had the highest retention rates among repeat customers.

CERTIFICATIONS / AWARDS:
- Successfully completed the prestigious NPTEL course on **[Database Management System](#)** and topped in it.
- Recognized for outstanding participation in cultural activities at the Doaba Youth Festival, showcasing my ability to engage with diverse teams and foster a vibrant community spirit.
- Achieved awards in various intra-college competition for presentations, earning multiple accolades that highlight my communication skills and ability to convey complex ideas effectively.

OTHER ACTIVITIES:
- Leadership role as **Vice President** of the DCJ Computer Society (2023-2024), where I lead initiatives to promote technological innovation and collaboration among peers.
- Actively involved with the Jalandhar Solve Squad, a dedicated group addressing local climate and civic challenges in partnership with the **[Reap Benefit organization](#)**.
- Honored with the "Swachhata Sathi" award for my significant contributions to climate action within my community, reflecting my dedication to making a positive impact.