

Nityesh Panchanavarapu

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SUMMARY

Analytical and detail-oriented data enthusiast skilled at turning raw data into actionable insights. I enriched market trend analyses by integrating public demographic datasets. On my GitHub, I built a Power BI SampleSuperstore-Visualization dashboard with Power Query and DAX to examine sales and profitability, and developed an interactive Power BI Lego-s-Visualization dashboard. I conducted Retail Sales Analysis using SQL and performed Restaurant Sector Analysis with pandas-driven RFM clustering and Python heatmaps for customer segmentation. I assisted in developing an RFM-based loyalty program and mapped competitor locations via Google Maps. Proficient in SQL, Excel (Power Query/Power Pivot), Power BI, and PowerPoint.

SKILLS

Programming Languages	: Python, SQL, C, SAS
Data Visualization Tools	: Power BI, Tableau
Data Analysis Techniques	: DAX, Data Analysis and Interpretation, A/B Testing, Optimization Models
Software Proficiency	: Excel (Power Query, Power Pivot), Word, Power Point, GitHub
Soft Skills	: Business Understanding, Analytical Person, Adaptable, Can do Attitude, Team Player, Energetic
Cloud	: Snowflake (Data Warehouse), AWS, Azure, GCP

EXPERIENCE

CoCarting

Marketing Analyst Intern, Remote, United States

Jan 2025 — May 2025

- Designed and executed user behavior analyses using **SurveyMonkey** and focus-group software, then processed and visualized results in **Excel** to develop data-driven personas for targeted campaigns.
- Identified and addressed stakeholder requirements by analyzing campaign performance data, enabling the refinement of strategies to maximize user engagement and drive app downloads.
- Coordinated creation and distribution of digital marketing content, including emails, visuals, and video assets tailored to audience segments.
- Facilitated influencer outreach and media promotion to enhance brand visibility and increase platform traction.
- Monitored key performance indicators using analytics tools to generate insights and guide ongoing marketing efforts.

Restaurant Analysis

Marketing Analytics Intern, United States (Remote)

Oct 2024 — Dec 2024

- Integrated **public demographic data** to analyze Pennsylvania restaurant market trends and customer behaviors to inform strategic decisions.
- Analyzed competitor locations via **Google Maps** to evaluate proximity, saturation, and identify strategic site opportunities.
- Performed Python-based RFM analysis on Excel data with **pandas**, clustering customers by recency, frequency, and monetary value
- Built Python **heatmaps** using **matplotlib/seaborn** to visualize RFM clusters and highlight high-value customer segments.
- Developed a **loyalty program** based on RFM segments, defining tiered rewards that boosted repeat visits.
- Detected lost-customer segments and computed average spending metrics to guide re-engagement and pricing strategies.

Stevens Institute of Technology

Interlibrary Loan Student Assistant, Hoboken, United States

Mar 2024 — Present

- Assisted in automating the interlibrary loan (ILL) software to streamline borrowing requests.
- Prepared monthly statistics using Microsoft Excel.
- Managed and fulfilled interlibrary loan requests by locating, retrieving, and preparing materials for shipment to patrons.
- Utilized ILL software to track and update the status of loan requests.
- Maintained precise records of loaned and borrowed materials and prepared reports as required.
- Ensured adherence to copyright laws and library policies throughout the interlibrary loan process.

EDUCATION

Stevens Institute of Technology, Hoboken, United States - Master, Information Systems - (GPA: 3.8/4.0)

Jan 2024 — Present

Data Analytics and Machine Learning, Project Management Fundamentals, Data Management, Digital Innovation, Process Innovation, Marketing Analytics, Project Management Fundamentals, Engineering for Python, IT Strategy

Koneru Lakshmaiah Education Foundation, Vijayawada, India - Bachelors, Computer Science & Engineering - (GPA: 7.4/10)

Jun 2019 — Apr 2023

PROJECTS

Awsome Choclates, [Link](#)

- Imported and modeled sales, geography, product, and shipment data into a **star schema** for efficient reporting and performance optimization.
- Designed an interactive Power BI dashboard analyzing **\$141M+ in chocolate product sales, 25K+ shipments, and \$81M in profits** across 6 global regions.
- Implemented **time intelligence using a dedicated date table** and DAX functions like SAMEPERIODLASTYEAR and TOTALYTD to compare year-over-year and cumulative trends.
- Created custom KPIs with DAX functions such as CALCULATE, DIVIDE, and SELECTEDVALUE to support dynamic filtering and profitability metrics.
- Built intuitive visualizations: **treemaps** for product sales, **histograms** for box distribution, and **line charts** for fiscal trends.

Lego's Visualization, [Link](#)

- Imported** Lego sales data from Kaggle, modeled it for analysis, and used a **Canva background** to enhance Power BI visuals
- Designed an interactive Power BI dashboard showcasing global sales trends, top-performing product lines, and regional contributions to revenue.
- Used **parameters** to allow users to select Lego price ranges and incorporated **buttons as navigators** to seamlessly switch between report pages.
- Implemented a **decomposition tree** to drill into sales contributors and enabled **hover-over tooltips** for clearer insight and on-demand context.

Retail Sales Analysis

- Engineered a retail data warehouse schema using **DDL statements** to define fact_sales, dim_customer, dim_product, and dim_date for optimized star schema modeling.
- Ingested transactional data from CSVs using **DML commands** and applied data cleaning logic to handle nulls, duplicates, and inconsistent CustomerID values.
- Developed complex queries using **CTEs and window functions** to detect duplicate invoices, repeated purchases, and cancellation patterns (InvoiceNo LIKE 'C%').
- Created a dedicated cancellation audit table using SELECT INTO to isolate all refund-related transactions for downstream loss analysis.
- Improved query efficiency by implementing **indexing strategies** on high-cardinality columns and conducting performance tuning with EXPLAIN ANALYZE

CERTIFICATIONS

[Accenture North America-Data Analytics and Visualization Job Simulation](#), Forage

Nov 2024

[SQL Intermediate](#), Hackerrank

May 2025

[SQL Beginner](#), Hackerrank

Apr 2025