KRITI TIWARI

📞 7905669514 ✉ **Email**: krititiwaaaari@gmail.com in **LinkedIn** 🐙 **GitHub-Portfolio**

Technical Skills

Languages and Databases: SQL, MySQL, PostgreSQL, Python, Google Apps Script
Tools: Power BI, Advanced Excel, Google Analytics, Google Sheets, Miro, JIRA, Amplitude
Other Skills: Business Analysis, Data Analysis, MS Office Suite, Data Storytelling

Experience

Ctruh Technologies Pvt Ltd   *Aug 2024 - Present*
Data Analyst Intern
- Collaborated with **cross-functional** teams, effectively communicating project requirements, insights, and recommendations, leading to a **20%** improvement in project delivery timelines and alignment across departments.
- Designed a real-time **Recruitment Tracker** featuring recruitment pipelines, average time to hire, and vacancy fill rate, reducing hiring delays by **25%** and enhancing the recruitment process.
- Developed a real-time Power BI dashboard integrating data from Google Analytics and social media platforms, enabling the marketing team to identify key trends and improve campaign efficiency by an estimated **15-20%**.
- Automated weekly, monthly, and annual Finance Reports using Google Sheets, cutting manual reporting time by **90%** and increasing operational efficiency, saving approximately **20 hours** of work per month.
- Created a Google Sheets-based **CRM system** with **5+** integrated sheets and **automated** workflows using Apps Script, enabling seamless lead tracking and sales rep task management.

Mentorness (*View Projects*)   *June 2024 - July 2024*
Data Analyst Intern
- **Analyzed COVID-19 data**, identifying an average of 2,157 confirmed cases, 47 deaths, and 1,443 recoveries, with high variability across countries. These insights can guide **targeted health interventions** and **resource allocation** based on regional patterns.
- **Documented global COVID-19 trends**, highlighting the USA with 33.5M confirmed cases and identifying top recovery countries, enhancing public health data accuracy.

Projects

Foodie – Fi Portfolio Project (*View*)   *Aug 2024*
Data Analyst/Business Analyst
- Identified a **30.7% churn rate**, with **9% dropping off after the free trial**, highlighting a need to improve the onboarding process or offer more compelling trial experiences to increase retention.
- **Pinpointed a sharp rise in new trials in March**, suggesting the effectiveness of marketing campaigns or seasonality, which can inform future strategies to drive trial sign-ups.
- **Revealed that 25.8% of customers upgraded to annual plans within their first year**, indicating the success of value propositions for paid plans and recommending strategies to further encourage trial-to-paid transitions.
- **Calculated an average upgrade time of 105 days** and determined that **18.6% upgraded within 0-30 days**, providing insights for optimizing the upgrade process to improve conversion rates.

Walmart Report (*View*)   *June 2024*
Data Analysis
- **Found that men made up 70% of total purchases**, with **26–35-year-olds contributing the most**, suggesting a key target demographic for personalized marketing and product offerings.
- **Sales in Product Categories 1, 5, and 8** contributed the highest revenue, indicating the potential for further focusing marketing and inventory efforts on these products.
- **Discovered that customers who have lived in the city for 1 year contributed 1,793M in purchases**, revealing an opportunity to build loyalty programs for new residents and enhance retention in those who have been in the city longer.
- **Found that Category B cities showed the highest sales**, indicating higher purchasing power and suggesting that marketing campaigns should prioritize these areas for more growth.

Awards & Achievements

- TATA Data Visualization
- Accenture Data Analytics and Visualization
- Financial Analyst – NY Jobs CEO Council
- Data Literacy Foundations
- HackerRank (*View*) (5* SQL)
- Google Analytics for Beginner

Education

University of Lucknow   *2020 – 2024*
Bachelor of Technology in Computer Science and Engineering   *Lucknow, UP*
GPA (8.7)