

KRITI TIWARI

7905669514 Email: krititiwaaaari@gmail.com LinkedIn GitHub-Portfolio

Technical Skills

Languages and Databases: SQL, MySQL, PostgreSQL, Python, Google Apps Script
Tools: Power BI (DAX, Power Query), Advanced Excel, Google Analytics, Looker Studio, Amplitude, JIRA, Google Sheets
Other Skills: Business Analysis, Data Analysis, Web Analytics, MS Office Suite, Dashboarding, Reporting, Data Storytelling

Experience

Ctruh Technologies Pvt Ltd Aug 2024 – Present
Data Analyst Intern Bengaluru, KA

- Improved project delivery timelines through **cross-functional collaboration**, effectively communicating insights and recommendations.
- Designed a real-time **Recruitment Tracker** to optimize hiring timelines and vacancy fill rates, reducing delays.
- Built a **Power BI dashboard** integrating Google Analytics and social media data, helping marketing teams identify key trends.
- Automated **finance reports** in Google Sheets, reducing manual work by **80%** and saving **20+ hours** per month.
- Assisted in setting up the company's official website in **GA4** by implementing tracking using **Google Tag Manager** and optimizing search visibility through **Google Search Console**.
- Developed a **Google Sheets-based CRM** with automated workflows, streamlining lead tracking and sales operations.

Mentorship (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)