

# KRITI TIWARI

Location: Delhi, IN 📍 7905669514 ✉ **Email:** krititiwaaaari@gmail.com  [LinkedIn](#)  [GitHub-Portfolio](#)

## Summary

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### Data & RevOps Analyst | Python, SQL, Power BI | Automating Business Workflows & Reporting

Tech-focused analyst with experience across Revenue Ops, HR, and Marketing domains. Skilled in building automated pipelines, creating dashboards, and delivering business insights using Python, SQL, and BI tools. Strong grasp of CRM systems, web analytics, and cross-functional collaboration to solve real-world business problems.

## Technical Skills

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**Languages and Databases:** SQL, MySQL, PostgreSQL, Python, Google Apps Script

**Tools:** Power BI (DAX, Power Query), Google Analytics, Looker Studio, Amplitude, JIRA, Advanced Excel, Google Sheets

**Other Skills:** Business Analysis, Data Analysis, Dashboarding, Reporting, Web Analytics, Data Storytelling, MS Office Suite

## Experience

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### RevOps Analyst

*Adpushup Software India Pvt Ltd | Apr 2025 – Present*

- Built a **Python-based data pipeline** to extract metrics from GAM & Console, reducing manual reporting effort.
- Automated** conversion tracking with a real-time Google Sheets **dashboard**, improving visibility for **5+** Account Managers.
- Developed a **calendar parser** to auto-log CS & Sales meetings, saving manual efforts.
- Created a fully automated **client-facing revenue report** using Console **APIs**, cutting turnaround time and eliminating errors.
- Maintained and optimized **HubSpot CRM workflows**, improving lead hygiene and campaign operations

### Data Analyst Intern

*Ctruh Technologies Pvt Ltd | Aug 2024 – Jan 2025*

- 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 and standardized monthly **financial reports** in Google Sheets, reducing manual reconciliation time by **80%**, **minimizing data discrepancies**, and **improving** cross-departmental **expense accuracy**.
- Developed a **Google Sheets-based CRM** with automated workflows, streamlining lead tracking and sales operations.

## Projects

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### Retail Orders Analysis ([View](#))

*Python, SQL*

- Built an **ETL pipeline** in Python to fetch retail sales data via **Kaggle API**, clean & transform it in Pandas, and load it into MySQL.
- Developed **SQL queries with CTEs & window functions** to identify top-selling products, MoM growth trends, and YoY profit changes — revealed that the highest profit growth sub-category grew **almost 80% YoY** in 2023.

### Foodie-Fi Subscription Analysis([View](#))

*SQL, Business Analytics*

- Analyzed **subscription lifecycle & customer behavior** using advanced **SQL (CTEs, window functions, date bucketing)** on 2020–2023 data.
- Measured **churn rates, plan upgrade/downgrade patterns**, and **time-to-annual plan** — identified that **9%** of customers churned immediately after the free trial and **18.6%** upgraded within 30 days.

## Certifications

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- Accenture Data Analytics & Visualization (Forage)
- Financial Analyst – NY Jobs CEO Council
- HackerRank (5★ in SQL)
- Google Analytics for Beginners – Google

## Education

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### Bachelor of Technology – Computer Science & Engineering

*University of Lucknow | 2020 – 2024 | GPA: 8.7/10*

*Lucknow, UP*