KRITI TIWARI

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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

Adpushup Software India Pvt Ltd   *Apr 2025 – Present*
RevOps Analyst   *Delhi, IN*

- **Built a Python-based data pipeline** to fetch and process key metrics from Console and GAM for on-demand performance insights.
- **Automated** conversion tracking with a Google Sheets-based dashboard, enabling real-time WoW analysis for AM performance.
- **Developed** a calendar **parser** to auto-count CS and Sales meetings from structured calendar entries.
- Worked **cross-functionally** to turn business needs into **automation workflows** and decision-ready **dashboards**.

Ctruh Technologies Pvt Ltd   *Aug 2024 – Jan 2025*
Data Analyst Intern   *Bengaluru, KA*

- Delivered insights and reports to stakeholders across **HR**, **Finance**, **Sales**, and **Marketing**, ensuring timely decisions and alignment with business goals.
- 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

Foodie – Fi Portfolio Project *(View)*   *Aug 2024*
Data Analyst/Business Analyst

- Analysed **user lifecycle data** using **SQL** and uncovered a **30.7% churn rate**, with **9%** dropping off after the free trial, highlighting opportunities to strengthen onboarding and boost early retention.
- Identified a **surge in trial sign-ups in March** through time-based SQL queries, indicating strong campaign performance and seasonal user interest for future marketing alignment.
- Tracked **subscription behaviour** to reveal that **25.8%** of users **upgraded** to annual plans within their **first year**, reinforcing the value of premium offerings and supporting upsell strategy.
- Calculated an **average upgrade lag of 105 days**, with **18.6%** converting within the first **30 days**, informing data-backed improvements in upgrade timing and nudging mechanisms.

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.
- Analyzed **category-wise** and **region-wise** sales contribution to **optimize inventory planning** and align **marketing spends** with **high-ROI zones**.

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)