

KRITI TIWARI

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Technical Skills

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

Experience

Ctruh Technologies Pvt Ltd	Aug 2024 – Present
<i>Data Analyst Intern</i>	Bengaluru, KA
<ul style="list-style-type: none">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.Developed a Google Sheets-based CRM with automated workflows, streamlining lead tracking and sales operations.	
Mentoriness (View Projects)	June 2024 - July 2024
<i>Data Analyst Intern</i>	
<ul style="list-style-type: none">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
<i>Data Analyst/Business Analyst</i>	
<ul style="list-style-type: none">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
<i>Data Analysis</i>	
<ul style="list-style-type: none">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
<i>Bachelor of Technology in Computer Science and Engineering</i>	Lucknow, UP
GPA (8.7)	
SVM Senior Secondary School	2018 – 2020
<i>Science (Mathematics)</i>	
95%(PCM)	