

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**
RevOps Analyst
Apr 2025 – Present
Delhi, IN
- Built a **Python-based pipeline** to fetch and process key metrics from Console and GAM, enabling faster and on-demand performance insights.
 - Automated** conversion tracking via a Google Sheets **dashboard** for real-time WoW analysis, improving visibility into 5+ AMs performance.
 - Created a **calendar parser** to auto-calculate CS and Sales meetings, reducing manual tracking effort.
 - Developed an **automated** client-facing revenue **report** using Console **APIs**, cutting down turnaround time and ensuring accuracy.
 - Maintained and streamlined **HubSpot workflows** and **CRM hygiene**, supporting revenue operations efficiency.
- Ctruh Technologies Pvt Ltd**
Data Analyst Intern
Aug 2024 – Jan 2025
Bengaluru, KA
- 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](#))
Data Analyst/Business Analyst
Aug 2024
- 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](#))
Data Analysis
June 2024
- 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

- Accenture Data Analytics and Visualization
- HackerRank ([View](#)) (5* SQL)
- Financial Analyst – NY Jobs CEO Council
- Google Analytics for Beginner

Education

University of Lucknow
Bachelor of Technology in Computer Science and Engineering
GPA (8.7)

2020 – 2024
Lucknow, UP