

KRITI TIWARI

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Technical Skills

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

Experience

Ctruh Technologies Pvt Ltd Aug 2024 - Present
Data Analyst Intern

- Collaborated with **cross-functional** teams, effectively communicating project requirements, insights, and recommendations, leading to a **20%** improvement in project delivery timelines and alignment across departments.
- Designed a real-time **Recruitment Tracker** featuring recruitment pipelines, average time to hire, and vacancy fill rate, reducing hiring delays by **25%** and enhancing the recruitment process.
- Developed a real-time Power BI dashboard integrating data from Google Analytics and social media platforms, enabling the marketing team to identify key trends and improve campaign efficiency by an estimated **15-20%**.
- Automated weekly, monthly, and annual Finance Reports using Google Sheets, cutting manual reporting time by **90%** and increasing operational efficiency, saving approximately **20 hours** of work per month.
- Created a Google Sheets-based **CRM system** with **5+** integrated sheets and **automated** workflows using Apps Script, enabling seamless lead tracking and sales rep task management.

Mentorless (View Projects) June 2024 - July 2024
Data Analyst Intern

- Conducted a **statistical assessment** of the spread, revealing an average of **2,157** confirmed cases, **47** deaths, and **1,443** recoveries. The analysis showed standard deviations of **12,541** for confirmed cases, **214** for deaths, and **1,035** for recoveries, indicating the variability in the data.
- Researched and documented COVID-19 statistics, highlighting the USA's position as the country with the highest confirmed cases at **33.5M**. Identified five countries with zero reported deaths and detailed the top five countries with the highest recoveries: India (**28M**), Brazil (**15M**), USA (**6M**), Turkey (**5M**), and Russia (**4.7M**). This work improved data accuracy for public health insights.

Projects

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

- Used **CTEs**, **subqueries**, and **window functions** to analyse churn, identifying a **30.7%** churn rate with **9%** dropping off after the free trial.
- Pinpointed monthly trial start dates with **date_trunc**, showing a sharp rise in new trials in **March**.
- Revealed that **25.8%** of customers upgraded to annual plans within their first year using **ranking** queries; **19.5%** chose pro annual in 2020.
- Calculated average upgrade time (**105 days**) using **aggregate functions** and grouped results into **30-day buckets** (e.g., **18.6%** upgraded within 0-30 days).

Walmart Report (View) June 2024
Data Analysis

- Assessed detailed customer counts and discovered a total of **5,891 customers**.
- Identified sales by City category, showing the highest sales in cities in **Category B (2100 M)**.
- Discovered that men accounted for **70%** of total purchases, with those aged **26–35** contributing the highest amount (**1,588 million**).
- Determined top 3 Product Categories with highest amount of Purchase as **1 (1910.4 M)**, **5 (942 M)** and **8 (854 M)**.
- Established that individuals who have lived in the city for **1 year** contributed **1,793 million** in purchases, followed by those living in the city for **2 years (949 million)**.

Awards & Achievements

<ul style="list-style-type: none">TATA Data VisualizationAccenture Data Analytics and VisualizationPower BI for Beginners	<ul style="list-style-type: none">Data Literacy FoundationsHackerRank (View) (5* SQL)Google Analytics for Beginner
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Education

University of Lucknow 2020 – 2024
Bachelor of Technology in Computer Science and Engineering
GPA (8.7) Lucknow, UP