NIDHI KEKATPURE
Data Analyst/BI Developer

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Summary

Data Analyst with 2+ years driving business decisions through SQL, Python, Tableau, Power BI, and clickstream analytics. Proven ability to transform complex data into actionable insights that optimize performance, automate reporting, and increase conversion rates.

Experience

Operations Analyst · Sept 2024 – Feb 2025
Wintec Industries, CA, USA · *Tools Used: Python, Excel, SQL, Power BI*

- Processed and standardized 100K+ records across regions, automated reporting templates (40% faster), and streamlined ETL pipelines using MySQL, PostgreSQL & Oracle.
- Boosted predictive accuracy by 60% with ML in Python & improved stakeholder engagement by 78% through interactive dashboards in Power BI

Business/Data Analyst, Product and Marketing · Dec 2019 – Aug 2021
WhiteCrow Research, India · *Tools Used: Excel, SQL, Tableau*

- Drove 20%improvement in website conversion rates by extracting and analyzing A/B test results from Adobe Analytics, translating data insights into strategic recommendations that directly impacted revenue growth.
- Designed and implemented interactive Tableau dashboards that reduced campaign performance reporting time by 30%, enabling marketing teams to make real-time, data-driven decisions and optimize resource allocation.

Business Intelligence Analyst · Mar 2018 – May 2019
QX LTD, India · *Tools Used: Python, Excel, SQL*

- Delivered 30% improvement in decision-making accuracy by providing actionable business insights through advanced data analysis, business process modeling, and KPI tracking using Power BI dashboards.
- Optimized marketing campaigns through A/B testing analysis, achieving a 25% increase in email click-through rates and 15% boost in open rates, while reducing operational costs by 20% through process re-engineering.

Education

Master of Science in Engineering Management · California State University, East Bay
Winner of AI Industry Panel 2023 and a University Research Data Analyst · *GPA: 3.9 / 4 - May 24'*

Projects

Vendor Performance | *Python, SQL, Power BI* (Click here for demo) · **March 2025 – April 2025**
Optimized sales and inventory management using EDA, Predictive, Corelation Analysis, by identifying underperforming brands, enhancing vendor mix, & driving measurable cost savings through bulk purchasing analysis & turnover improvements.

AB Testing | *Python, Excel* (Click here for demo) · **April 2025 – May 2025**
Analyzed 2019 Facebook vs AdWords campaigns using EDA, regression, and hypothesis testing, found Facebook delivered 2× higher conversions, stronger ROI, and better cost efficiency for budget allocation.

California Housing Price Prediction | *Python, Machine Learning* (Click here for demo) · **May 2025 – June 2025**
Built and compared ML models (Linear Regression, KNN, Random Forest, Gradient Boosting, Neural Networks) on California housing data, identifying key income/location factors and achieving lowest RMSE with Gradient Boosting.

AI Inventory Management Chatbot | *Python, SQL, Chatbot* (Click here for demo) · **July 2025 – Aug 2025**
Developed a AI-powered Flask-based chatbot with GPT-3.5, MySQL integration, Gradio, Huggingface and ML forecasting (item/category-level regression), enabling interactive inventory queries, sales predictions, and data-driven decision-making.

Subscription Customer Churn Prediction with AWS | *Python, AWS* (Click here for demo) · **Aug 2025 – Sept 2025**
Built an end-to-end churn prediction pipeline on AWS (S3, SageMaker, IAM) using XGBoost, achieving 85 percent accuracy and delivering customer risk segmentation to support retention and revenue protection.

Skills

Programming & Querying: MySQL, PostgreSQL, Oracle, Python, HTML/CSS, Php, JavaScript
Business Intelligence Tools: Advanced MS Excel, Power BI, Tableau, AWS, Snowflake, Airflow, Kafka
Analytical Abilities: Data Cleaning, Exploratory Data Analysis (EDA), Insight Generation, Descriptive Statistics, ETL Process, Data Pipelines, Data Modeling