### NITISH AMARNATH PANDEY

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**Summary:** Highly motivated and results-oriented professional with 4 years of successful sales experience. Demonstrated ability to analyze market trends and customer behavior to drive sales growth. Seeking to leverage my analytical mindset, problem-solving skills, and data-driven approach to excel in the data analyst field.

## Professional Experience:

## Data Analyst | Coding Invaders | [19/11/2022- Till Date]

In this Data Analytics course, learning the latest analytics tools and techniques, how to work with SQL databases, the languages of Python and creating data visualizations, and how to apply statistics and predictive analytics in a business environment.

### Business Development Executive | Unacademy | [Sept 2020- Nov 2022]

- Conducted market research to identify potential customers and develop targeted sales strategies.
- Utilized CRM software to track leads, manage customer relationships, and analyze sales data.
- Achieved and exceeded monthly sales targets for the product like K12 and all the competitive exams.

### Sales Executive | Arizon Infotech | [March 2013-April 2015]

- Assisted the sales team in analyzing customer preferences and purchasing patterns.
- Utilized Excel to create sales reports and identify opportunities for sales growth.
- Provided excellent customer service and contributed to increased customer satisfaction.

#### **Education**:

### Master Of Business Administration | [ICFAI Business School,Mumbai] | [2015-2017]

• DATA ANALYST COURSE : Statistics, Power BI, My SQL Server, Python, Business Analytics.

**Technical Skills:** 

- Data Analysis: Excel, SQL
- Data Visualization: Tableau, Power BI
- Programming Languages: Python (pandas, numpy)
- CRM : Leadsquared
- Strong analytical and problem-solving skills.

# **Projects:**

# Portfolio SQL Project | [Coding Invaders Project]

- Conducted a market analysis to identify key trends and competitors in the [industry] sector.
- Utilized SQL and Excel to clean and analyze market data, leading to actionable insights using Joins, aggregation, Windows functions

# Vrinda Store Data Analysis On Excel Project | [Coding Invaders Project]

## Project Overview:

• Vrinda Super Store basically caters to all the daily needs and the objective of the project was to find the trend in sales, Customer Acquisition cost as per product, Customer age and there requirement.

### Data Collection and Preparation:

• Data was manually downloaded wherein the data was not not clean and had spelling errors with duplicate entries and null values.

### Exploratory Data Analysis (EDA):

 Performed data validation, removed duplicate entries, removed null values, removed blank spaces

### Sales Performance Analysis:

• Analyzed overall sales performance over the specified period and Identified top-selling products and categories and also compare sales performance across different time periods using if, if else functions.

## **Customer Analysis:**

• Performed customer segmentation based on various criteria and also identified key customer segments and their contribution to revenue.

### Inventory Management:

• Analyzed inventory turnover rate and stock levels and also determined optimal reorder for different products.

## Sales Forecasting:

• Validated the accuracy of the sales forecasts and also Provided insights into future sales expectations.

## **Pricing Analysis:**

• Evaluated the impact of pricing strategies on sales and revenue and also Identifed price sensitivity for different products.

## **Recommendations and Insights:**

- 🔽 Women are more likely to by as compared to Men.
- Maharashtra, Karnataka,Uttar Pradesh are top 3 states in terms of Sales
- Adult age group (30-49 years) has maximum contribution
- Amazon, Flipkart, Myntra has maximum contribution

### Future Improvements:

 Vrinda Super store should target women of age 30-49 and should focus on mainly three states( Maharshtra,Karnataka,Uttar Pradesh) by showing ads/offers/coupons on Amazon,Flipkart and Myntra.

## Projects:

## Music Store SQL Project | [Personal Project]

### Database Exploration:

• Explored the music store database to understand its structure, tables, and relationships.

#### Data Retrieval:

• Write SQL queries to extract relevant data, such as top-selling albums, popular genres, and customer preferences.

#### Data Analysis:

• Performed data analysis using SQL aggregations and functions to uncover insights, trends, and patterns in customer behavior.

## Sales Performance:

• Analyzed sales data to identifed best-selling products, peak sales periods, and revenue trends.

### **Customer Segmentation:**

• Segment customers based on their purchase history and preferences to identify target groups.

### Projects:

### Employee Power BI Project [Coding Invaders Project]

#### Data Source and Connection:

• Established a connection and imported the data into Power BI through google spreadsheet.

### Data Cleaning and Transformation:

- Cleansed the data to handle missing values, duplicates, and inconsistencies.
- Applied data transformation steps (e.g., renaming columns, removing unnecessary data) to prepare the data for analysis.

### Data Modeling:

- Designed a data model with appropriate relationships between tables (e.g., Employees, Departments, Positions).
- Defined measures and calculated columns to analyze employee-related metrics.

#### Employee Dashboard:

- Created a comprehensive dashboard with key performance indicators (KPIs) for employee-related metrics.
- Included visualizations like headcount trends, employee turnover rates, and performance ratings.

#### **Employee Profiles:**

- Built individual employee profiles with relevant information such as job title, department, and performance metrics.
- Included images and additional details to personalize the profiles.

#### **Department and Position Analysis:**

- Analyzed the distribution of employees across departments and positions.
- Used visualizations to showcase workforce composition and identify areas for improvement.

### **Employee Engagement and Satisfaction:**

 Included visualizations to measure employee engagement and satisfaction through surveys or feedback data.

#### Employee Performance:

- Analyzed employee performance metrics, such as individual sales targets or project completion rates.
- Created visualizations to identify high-performing employees.

#### Data Drill-down and Slicing:

• Enabled drill-down and slicing functionalities to allow users to explore data at different levels of granularity.

### **HR Metrics Trends:**

• Created visualizations to show trends in HR metrics over time (e.g., headcount growth, turnover rate).

### **Certifications:**

• Tableau Desktop Certification [Data Tech Academy] [Valid Till 04/07/2026]

## Additional Information:

- Fluent in English, Hindi, Marathi
- Volunteered with UPAY NGO to organize data-driven fundraising campaigns.