



Nitin Bajaj

Marketing Analyst

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Work Experience

Data Analyst Intern

Cybrom Technology Pvt. Ltd.

(03/2023 -Present)

- Develop and executed complex SQL queries in database systems , created reports to extract and analyze data in Power BI for critical business operations.
- Leveraged Communication and Problem Solving skills by identifying the trends and patterns throughout data analysis , drawing meaningful insights and providing data s recommendations regarding what action does the company need to take to increase its business performance , profit and efficiency

Data Analyst Intern

MeriSKILL

(11/2023 -12/2023)

- Gained hands on experience in various facets of data analysis and interpretation which includes tasks such as data collection , analysis and visualization aiding in the decision making process.
- Developed visually appealing and informative charts , graphs and dashboards using Power BI and Tableau .

Projects

Pizza Sales Analysis

- Project Link- https://github.com/nitinbajaj2104/Pizza_Sales_Analysis
- Developed this project using MySQL (Software - MySQL Workbench 8.0) and Microsoft Excel (2019)
- This project focuses on extracting valuable insights from sales data to make informed business decisions , optimize inventory management , and identify trends in customer preferences ensuring the company to manage its funds.
- This skill set can be applied to various industries to extract insights from data and support decision-making processes. It involves planning , extracting meaningful insights and suggesting appropriate recommendations to the pizza business to improve their overall performance .

Sales Data Analysis

- Project link - https://github.com/nitinbajaj2104/Sales_Data_Analysis
- Developed this project using MS SQL Server and Tableau (Software - Tableau Public)
- The purpose of this project is to analyze sales data and extract valuable insights to aid in informed decision making for business improvement .
- The SQL queries used for analysis involves use of SQL concepts like windows function , CTEs , group by etc.
- The sales data analysis project has provided the business with valuable insights into their sales data and industry trends . On the basis of these insights recommendations are provided which can be used to increase the business sales and make it more profitable.

HR Analytics

- Project link - <https://github.com/nitinbajaj2104/HR-Analytics>
- Developed this project using Microsoft Power BI (Software - Power BI Desktop)
- The objective of this project was to assist and provide valuable insights to HR professionals by creating a comprehensive HR Analytics Dashboard helping to understand why employees leave , identify trends enabling them to make informed decisions and developing strategies to reduce employee attrition rates .
- The analysis of the employee data involves creation of calculated measures and columns using Power Query and DAX in Power BI. In the dashboard, grouping plays a crucial role in organizing and presenting the data effectively. Meaningful insights are drawn from the report prepared and on their basis recommendations are suggested regarding what action a company needs to take to improve their business performance .

Diabetes Prediction

- Project link - <https://github.com/nitinbajaj2104/Diabetes-Prediction-System>
- The objective of this project is to diagnostically predict whether a patient has diabetes based on certain diagnostic measurements included in the dataset.
- The project was designed and implemented using Machine Learning Model/techniques , especially leveraging the power of Logistic Regression Models .
- The model is trained on the dataset which contained information about the following factors: Glucose level , BMI , Age, Blood Pressure, Other health conditions. The model was able to achieve an accuracy of 79% on a held out test set .

Technical Skills

- Data Analysis using SQL (MySQL , MS SQL Server)
- Business Intelligence Tools : Microsoft Power BI , Tableau , Microsoft Excel ,
- Statistical Analysis
- Programming Language : Python for Data Science , Data Analysis using Python (NumPy, Pandas , Matplotlib , Seaborn)
- Big Data Analytics : Apache Hadoop (Hive , Pig , HBase , Spark)

Education

- Master of Business Administration (MBA) in Marketing Management(65.92%)
Barkatullah University , Bhopal , Madhya Pradesh (2021-2023)
- Bachelor of Commerce (B.COM) in Economics (70.25 %)
Barkatullah University, Bhopal ,Madhya Pradesh (2018-2021)
- 12th Boards (82.8%)
Central Board of Secondary Education (CBSE) (2017-2018)