

# Niti Patel

DATA ANALYST — Statistical Analysis, Data Visualization, Reporting and Writing

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## SKILLS

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- **Programming Languages:** Python, R or Tableau, SQL, and Python Libraries for data analysis.
- **Libraries & Frameworks:** Pandas, NumPy, Scikit-learn, IT Support, Troubleshooting, Technical Solutions.
- **Database Management:** MySQL, PostgreSQL, Excel, CRM Records, Audience Research, Weather Data.
- **Data Visualization:** Tableau, Power BI, Matplotlib, Seaborn, ARIMA, Mean Absolute Error, RFM.

## WORK EXPERIENCE

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### Technical Support Associate

*DNB Multiapps LLP*

February 2022 – November 2022

*India*

- Resolved over 100 monthly technical queries by diagnosing software malfunctions, application errors, and hardware compatibility. Delivered precise solutions that improved average customer satisfaction scores by 15%.
- Troubleshoot cloud-based application outages and network failures by using diagnostic tools, ping analysis, and log tracing techniques. Reduced average ticket resolution time by 30% through identification of recurring issues.
- Created and maintained an internal documentation system capturing detailed solutions for support issues, scripts, and configuration fixes. Accelerated onboarding of new technicians and improved efficiency by 40%.
- Collaborated with engineering, cloud infrastructure, and QA teams to escalate critical incidents affecting application uptime and customer usage. Resolved 95% of escalated cases within SLA by implementing workflows.
- Analyzed recurring tickets using Excel and custom Python scripts to detect systemic problems and inefficiencies in support delivery. Proposed and implemented procedural changes leading to a 20% drop in repeat issue volume.

### Associate Data Analyst Intern

*Neo Docto Inc.*

September 2021 – December 2021

*India*

- Extracted, and validated CRM datasets using Python scripts and SQL queries to ensure integrity and consistency. Increased data accuracy by 25% by identifying and correcting incomplete, duplicated, or classified entries.
- Conducted advanced segmentation and trend analysis of target audience demographics using NumPy and Pandas. Revealed three key customer segments that contributed to an 18% improvement in ROI (Return of Investment).
- Designed and deployed departmental Tableau dashboards to visualize KPIs such as lead acquisition, engagement, and conversion funnels. Enabled real-time performance tracking and reduced manual reporting time by 40%.
- Monitored lead conversion pipelines using CRM analytics and integrated performance data with marketing campaign metrics. Produced weekly insight reports that directly influenced cross-functional strategy shifts.
- Collaborated with digital marketing teams to merge CRM insights with social media metrics using correlation models. Managed a predictive model that forecasted lead conversion likelihood with a 70% accuracy rate.

## PERSONAL PROJECTS

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### Data Analyst

*Weather Forecasting with Python*

- Conceptualized Pandas and NumPy to clean and analyze time-series weather datasets, identifying seasonal and trend components in temperature patterns. Developed a Python-based model improving forecasting by 20%.
- Created data visualizations using Matplotlib to present complex weather insights through trend lines and heat maps. Enabled better interpretation of climate shifts for stakeholders through visually rich, interactive analysis.
- Implemented ARIMA (AutoRegressive Integrated Moving Average) modeling to forecast temperature anomalies by analyzing stationery, and differencing patterns. Achieved a mean absolute error (MAE) reduction of 15%.

### Data Analyst

*Customer Segmentation for Amazon*

- Applied K-means clustering in R to segment customers based on RFM (Recency, Frequency, Monetary) metrics and behavioral patterns. Identified 4 personas driving marketing strategies and campaign effectiveness by 25%.
- Developed Tableau dashboards for data extraction of customer segments, churn risk, and purchasing behavior. Facilitated data-driven decision-making by marketing teams through real-time analytics and scenario forecasting.
- Conducted Principal Component Analysis (PCA) to reduce feature dimensionality from over 20 variables to 5 principal components. Preserved 90% of the original data variance, resulting in a 30% reduction in processing.

## EDUCATION

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### Postgraduate Diploma in Data Analytics in Business

*St. Clair College, Canada*

January 2023 – April 2024

### Bachelor's Degree in Computer Engineering

*Gujarat Technological University, India*

August 2017 – August 2021