CV: Nitin Dubey – Data Analyst / Data Scientist / MIS Coordinator

Nitin Dubey

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☐ **Jabalpur**, Madhya Pradesh

Professional Summary

Freelance Data Analyst, Data Scientist, AI/ML Specialist, and BI Consultant with 10+ years of experience in data analytics, dashboard automation, predictive modeling, and AI-driven insights. Proven expertise in Power BI, SQL, Python, Machine Learning, and Cloud Analytics. Skilled in transforming raw data into actionable business intelligence, building enterprise dashboards, and delivering high-impact analytical solutions for retail, e-commerce, and SaaS clients globally.

Core Competencies

• Business Intelligence & Data Visualization – **Power BI (Advanced), Tableau, Looker Studio, Storytelling Dashboards, KPI Frameworks**

• Advanced Analytics & AI – **Python (Pandas, NumPy, Scikit-learn, Seaborn, Matplotlib), AutoML, R (Basic), ML Models (Classification, Regression, Forecasting)**

• ETL, Data Pipelines & Automation – **Power Query, Alteryx, Knime, Apache Airflow, Workflow Orchestration**

• Cloud Data Engineering – **Google BigQuery, Snowflake, AWS Redshift, Azure Synapse, Cloud Storage Integration**

• Predictive Analytics – **ARIMA, Prophet, Demand Forecasting, Market Basket Analysis, Clustering, Segmentation**

• AI for Business & Productivity – **OpenAI (ChatGPT API), LangChain, Generative AI BI Automation, AI-powered CRM Insights**

• Marketing & Product Analytics – **GA4, Customer Funnel Analysis, CAC/ROI Models, Retargeting Insights, Recommendation Systems**

• Retail Analytics & Merchandising – **Sell-thru, Inventory Turnover, OTB, Assortment Analytics**

• Cross-Functional Decision Support – **Finance, Operations, Merchandising, VM, Supply Chain collaboration**

Professional Experience

Freelance Experience

FREELANCE DATA ANALYST & BI CONSULTANT

Jan 2022 – Present | Remote (India & International Clients)

Summary:
Freelance Data Analyst specializing in BI dashboards, retail analytics, and AI-powered automation. Deliver insights-driven solutions using **Power BI, Python, SQL, Excel, AI tools, and Cloud BI**. Work with clients across e-commerce, retail, and apparel to improve decision-making, forecast demand, and build automated reporting systems that reduce effort and increase profitability.

Key Responsibilities

- Designed and delivered **end-to-end BI dashboards** for retail, e-commerce, apparel, and small businesses using Power BI, Excel, and Python.
- Built **automated report pipelines** using SQL, Power Query, and Python scripts to reduce manual reporting by 70–90%.
- Analyzed customer behavior, category performance, website trends, and sales funnels to generate actionable business recommendations.
- Developed **AI-powered analytics** using ChatGPT API, Excel AI, and LangChain to automate insight generation.
- Created forecasting models: ARIMA, Prophet, moving averages, SKU-level demand prediction, and sales trend analysis.
- Built **cloud-based reporting systems** (BigQuery, Snowflake, Azure Synapse) enabling scalable analytics for remote clients.
- Delivered storytelling dashboards with strong business insights for leadership teams and founders.

☆ Key Projects (Portfolio Links)

(ATS-Friendly + Recruiter-Friendly Layout)

◈ 1. Retail KPI Multi-Category Dashboard

Tech: Power BI, DAX, Excel, Python
Link: https://nitindb901.github.io/Nitin-Fiverr-Portfolio/05_Retail_KPI_MultiCategory/retail_kpi_dashboard.html
✓ Sales, revenue, category-wise performance
✓ Customer conversion & operational KPIs
✓ Inventory performance & trend analysis

◈ 2. Kids Clothing Retail Dashboard

Tech: Power BI, DAX, Excel
Link: https://nitindb901.github.io/Nitin-Fiverr-Portfolio/kids_clothing_dashboard.html
✓ SKU-level performance insights
✓ Seasonal demand patterns
✓ Customer segmentation

◈ 3. Interactive Business Dashboard

Tech: HTML, JS, BI automation
Link: https://nitindb901.github.io/Nitindb901-nitin-official-website/dashboard_interactive.html
✔ Real-time filtering & dynamic charts
✔ Modern UI dashboard for client presentations

◈ 4. Retail Analytics – Deep Insights Dashboard

Tech: Power BI + Python
Link: https://nitindb901.github.io/Nitindb901-nitin-official-website/retail-analytics/insights.html
✔ Store-level insights
✔ Category growth analysis
✔ Customer behavior modeling

◈ 5. Retail Analytics Home Page (Multiple Dashboards)

Link: https://nitindb901.github.io/Nitindb901-nitin-official-website/retail-analytics/index.html
✔ Consolidated portfolio of retail dashboards
✔ Conversion, billing, footfall, sales trends

◈ 6. Ecommerce Performance Dashboard

Tech: Power BI, Python
Link: https://nitindb901.github.io/Nitindb901-nitin-official-website/ecommerce_dashboard.html
✔ Product funnel analysis
✔ Customer journey and website metrics
✔ Marketing ROI insights

◈ 7. Fiverr Portfolio (All Projects Collection)

Link: https://nitindb901.github.io/Nitin-Fiverr-Portfolio/
✔ All dashboards centralized
✔ Easy access for clients/recruiters
✔ Real-time portfolio showcase

☆ Tools & Technologies Used

Power BI • Excel (Advanced) • DAX • Python (Pandas, NumPy, Matplotlib, Seaborn) • SQL • Power Query • AI (ChatGPT API, LangChain) • Google Analytics • BigQuery • Snowflake • Azure Synapse • ETL • Dashboard Storytelling

Senior Data Analyst & MIS Coordinator

Reliance Retail Ltd. (Trends Division) | Nov 2019 – Dec. 2021 | Jabalpur

- **Designed and automated daily, weekly, and monthly MIS reports across 20+ stores using Excel and Power BI, improving reporting accuracy and decision-making speed.**

- **Conducted data analysis on secondary sales, product categories, and footfall trends; used findings to guide regional business strategy.**

- **Developed Power BI dashboards tracking revenue, customer conversion, and inventory turnover—shared with leadership for strategic planning.**

- **Collaborated with VM, supply chain, and merchandising teams to align data insights with on-ground operations.**

Data Analytics Specialist – Franchise Retail Insights

KLUB FOX (Naagal Garments Pvt. Ltd.) | Oct 2017 – Oct 2019 | CG & Odisha

- **Tracked and analyzed monthly sales performance for 14 franchise outlets using Excel-based templates.**

- **Used historical trends to forecast product demand and assist franchise partners in inventory planning.**

- **Automated reports for stock levels, category performance, and regional promotional campaigns.**

Retail Data Analyst

Pepe Jeans India Ltd. | Aug 2014 – Sep 2017 | Madhya Pradesh

- **Monitored performance data of 10 stores (EBOs + MBOs) and generated actionable insights to support merchandising, pricing, and staffing decisions.**

- **Created and maintained daily and weekly reports for leadership using Excel and Google Sheets.**

MIS Coordinator – Store Operations

Promart Retail India Pvt. Ltd. | Oct 2009 – Jul 2014

- **Maintained detailed MIS records for store-level performance, including sales, inventory, and customer flow.**

- **Generated trend reports to assist with marketing and product display planning.**

Junior MIS Executive – Sales Analytics

Liberty Retail Revolution Pvt. Ltd. | Apr 2007 – Sep 2009

- Supported daily sales reporting, maintained accuracy logs, and contributed to product-wise sales analysis.

Education

- **E-MBA, Indian School of Business Management (ISBM), Indore –** *2015 | 74%*

- **PGDCA, Maharishi Mahesh Yogi Vedic Vishwavidyalaya –** *2016 | 67%*

- **B.Sc. (Mathematics), MGCGV, Satna –** *2012 | 65%*

Certifications

• **Microsoft Data Analytics – Coursera (Skill Nation Institute)**

• **Power BI for Business Intelligence – Microsoft Skill Nation Institute**

• **Python for Data Science – Skill Nation Institute / Coursera**

• **SQL for Data Analysis – Mode / Skill Nation Institute**

• **Tableau for Business Intelligence – Coursera**

• **Machine Learning Fundamentals – Google/IBM (AI-driven models)**

• **Cloud Data Analytics – AWS/Azure/Google BigQuery (in progress)**

Technical Skills

• **Excel (Advanced) – Pivot Tables, Charts, Power Query, Macros, Solver, What-if Analysis, Forecasting models, Excel Copilot (AI-driven analysis)**

• **Power BI – Visualizations, DAX, Filters, Dashboard Design, Automation**

• **Tableau / Google Data Studio – Storytelling Dashboards**

• **SQL – Joins, Group By, Queries for Data Summaries**

• **Python – Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn (Predictive Modeling, ML)**

• **R (Basic) – Statistical Analysis & Forecasting**

• **ETL & Automation – Power Query, Alteryx, Knime, Apache Airflow**

• **Cloud BI – BigQuery, Snowflake, AWS Redshift, Azure Synapse**

• **AI & Generative Tools – OpenAI API (ChatGPT), LangChain, AI-powered CRM, GA4 AI insights.**

Personal Strengths Aligned to Reliance Culture

• **Customer-Centric Decisioning: Used advanced sales-trend analytics, customer cohorts, and product-performance insights to optimize merchandising, promotions, and store conversions.**

• **Innovation & Automation: Replaced manual reporting with automated dashboards, ETL pipelines, and AI-driven insights across teams, improving accuracy and reducing reporting time by 70%+.**

• **Cross-Functional Collaboration: Partnered with VM, operations, sales, supply chain, and merchandising teams to align on data-backed actions and improve**

store efficiency.

• **Agility & Problem-Solving: Delivered quick analytical solutions under pressure, built custom dashboards, and adapted to changing business needs with real-time data insights.**

• **Ownership & Accountability: Independently handled end-to-end MIS, analytics, and business reporting while supporting leadership with strategic data-driven decisions.**