

Kritika Jain

DATA ANALYST

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Location: United Kingdom

Dedicated and detail-oriented **Data Analyst** based in the United Kingdom, specializing in transforming complex datasets into meaningful, actionable insights that support informed business decisions. Proven expertise in reporting, statistical data analysis, and dashboard development allows organizations to identify underlying trends, maximize operational performance, and reliably reach strategic objectives. Combines strict analytical methodology with modern tech stacks to engineer clean data solutions for today's rapid business environments.

TECHNICAL SKILLS

Data Visualization:

Power BI

Dashboard Development

Data Visualization

Languages & Querying:

SQL

Python

Tools & Core

Competencies:

Advanced Excel

Data Analysis

Reporting & Analytics

Problem-Solving

PROFESSIONAL EXPERIENCE

Data Analyst

2024 – Present

Digital Analytics Solutions Ltd | London, UK

- Acquired, cleaned, and integrated structured data from diverse database environments using optimized SQL scripts.
- Collaborated closely with cross-functional stakeholders to design, test, and implement automated enterprise-level reporting systems.
- Translated ambiguous organizational business problems into structural data requirements to support corporate decision frameworks.

Junior Analyst

2022 – 2024

AK&Rj Digital Services | Remote

- Maintained, monitored, and scaled structural website tracking architectures and web contact form submission reporting funnels.
- Generated routine weekly dynamic reports analyzing user response cycles, message trends, and pipeline conversion metrics.
- Utilized Microsoft Excel functions and pivot tables to summarize raw operational information for senior management review.

FEATURED PROJECTS

Power BI Sales Dashboard

Power BI, Advanced Excel

Built an interactive end-to-end data visualization dashboard displaying essential dynamic KPIs, regional sales performances, product category tracking, and forecasting models. Integrated automated refresh protocols to allow live insight reviews for stakeholders.

Customer Churn Analysis Model

SQL, Python, Power BI

Queried and aggregated customer interaction profiles to identify retention metrics and historical churn patterns. Enabled business planning divisions to systematically pinpoint high-risk segments and deploy timely retention interventions.

HR Analytics Dashboard

Power BI, Data Modeling

Created workforce performance tracking analytics dashboards evaluating corporate attrition indicators and employee distribution structures. Streamlined talent tracking parameters to aid strategic organizational health management.

EDUCATION

BSc in Computer Science / Data Analytics Focus

Graduated 2022

[Recognized University | United Kingdom](#)