

# Riya Khatri

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## PROFESSIONAL SUMMARY

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Aspiring Data Analyst with a solid foundation in SQL, Power BI, and Excel. Experienced in personal and academic projects analyzing customer behavior, sales trends, and creating impactful data visualizations in the e-commerce domain. Motivated to apply analytical expertise to real-world business challenges and drive data-informed decision-making within a dynamic organization.

## EDUCATION

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**Master of Science (Physics)** 2021 - 2023  
The Maharaja Sayajirao University of Baroda Grade: 70.0%

**Bachelor of Science (Physics)** 2018 - 2021  
The Maharaja Sayajirao University of Baroda Grade: 7.85/10.0

## PROJECTS

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**Social Media Analysis** ( [Github](#) ) ( [Demo](#) ) July 2025

- Analyzed user engagement by classifying users as inactive, moderately active, and highly active to identify re-engagement strategies.
- Assessed photo uploads and engagement metrics, uncovering patterns that informed recommendations for boosting user-generated content.
- Evaluated tag usage, revealing underutilization and the need for user education on effective tagging.
- Identified potential influencers with high engagement for targeted marketing campaigns.
- Presented data-driven recommendations to enhance Instagram's engagement, retention, and acquisition through personalized marketing strategies.
- Tools used: SQL, Microsoft Excel, Microsoft PowerPoint

**Zomato Restaurants Analysis** ( [Github](#) ) ( [Demo](#) ) April 2025

- Designed an interactive dashboard using advanced Excel features like Power Query, Pivot Tables, and dynamic tile cards with measures to present key insights on sales trends and restaurant performance.
- Conducted country-wise and year-wise analysis to identify optimal locations for new restaurants, considering factors like average voter ratings, expenditure trends, and competitive intensity.
- Utilized advanced Excel techniques, including LOOKUP functions and Power Query, to clean and transform raw data, enabling seamless analysis of top cuisines and revenue trends.
- Provided actionable insights to recommend suitable countries and states for new restaurant openings, focusing on locations with less competition, favorable customer behavior, and high growth potential.
- Tools Used: Excel, PowerPoint.

## SKILLS

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**Computer Language:** SQL

**Soft Skill:** Communication Skills, Critical Thinking, Decision-making, Presentation Skills

**Databases & Data Tools:** Excel, MySQL, Power BI, Spreadsheet

**Domain & Business Skills:** Analytics