

# Nikhil Mahaveer Sable

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## Profile:

To leverage my **3+ Years of Analytical and Visualization skills** to contribute to an organization's success, driving innovation and fostering a collaborative environment. Seeking to make a meaningful impact and grow both professionally and personally

## Skills:

### Programming Language:

- Python programming
- Object-Oriented Programming

### Data Visualization:

- PowerBI, Data Modeling, DAX, KPI cards, Slicers, Tool Tips, AI Tools, Anomaly Detection, Smart Narrative, Q&A visuals, Business Intelligence (BI)

### Data Analysis Libraries:

- Pandas, Numpy, Matplotlib, Plotly, Seaborn, Flask, Beautiful Soup, Requests

### Data Extraction Tools: -

- Web Scraping using Python
- Browserflow, Power Automate

### Spreadsheet Development:

- Microsoft Excel (Advance MS Excel)
- Pivot Tables, VLOOKUP, HLOOKUP, XLOOKUP, Conditional Formatting, Macros, VBA, Data Analysis Toolpak, Power Query, Slicers

### Environment:

- Windows, VS Code, Jupyter Notebook, Google Colab, Google sheet.

### Domain:

- Banking, Media Marketing, Marketing Analytics.

## Experience:

### DATA ANALYST- L1 | **CODIFY SOFTWARE SERVICES** | 09/2023 – PRESENT

- Analyzed large-scale marketing datasets using **Pandas, Numpy, Advanced Excel** and **SQL**, driving **20% cost reduction** through media optimization.
- Working for India's **#1<sup>st</sup> FMCG Giant**.
- **Batch Data**: Monthly Batch Cycle: Event-Triggered Batch Data (for festive Season)
- Worked on **18+ Products** in the last cycle
- Provided actionable insights on media spend efficiency and channel performance, resulting in a **15% increase** in conversion rates.
- Provide data-driven recommendations, using **Python's EDA Tools** improving campaign ROI and efficiency.

- Conducted experiments to download and **analyze organic social media** insights, **Google Trends data**, competitive data, and **website data (GA4)**, yielding valuable insights for market trends, audience behavior, and performance optimization.

#### Technologies Used: -

Python, EDA Tools, MySQL, MS Excel (Microsoft Excel), Web Scraping.

#### DATA ANALYST | **GO LIVE FASTER** | 02/2022 – 08/2023

- Enhanced project execution by closely collaborating with **stakeholders**, resulting in **meeting 100%** of project objectives on time.
- Improved data extraction efficiency by 25% by optimizing processes using **SQL** and **Advanced Excel** formulas such as **VLOOKUP, MATCH, and INDEX, PIVOT TABLE**.
- Increased data accuracy by **30%** by utilizing **Python** (pandas, NumPy) for comprehensive data cleaning, reducing preparation time.
- Analyzed **large datasets** of money transactions (**ranging from \$0.1 to \$1 million**) to identify patterns, support business decisions and **Predictive Analysis** and leading to a **20%** increase profitability in fraud detection.
- Delivered actionable insights** through PowerPoint presentations for U.S. clients, improving business strategies and collaboration with onshore teams, leading to a **10%** increase in **client satisfaction**.

#### Technologies Used: -

Python, pandas, NumPy, MySQL, PowerBI, MS Excel (Microsoft Excel), MS Word (Microsoft Word)

#### Personal Projects:

**YouTube Analysis** | YouTube | **Data Analysis** | **0.6 million records** | Punctuation marks effect on view | Most liked category | Positive & Negative Polarity words with count | Most number of Trending Videos |

**Business Sales Performance dashboard** | **PowerBI** | Enhanced Decision-Making | Performance Tracking | Inventory Management | Customer Engagement |

#### Education:

**BACHELORS OF ENGINEERING | JUNE 2020 | PERCENTAGE: - 74.45**

Kolhapur Institute of Technology College of Engineering Kolhapur

#### Activities and Interests:

**Micro Artist**, Basketball, Playing Cricket.