

NIKHIL THAMMA

Boston, MA | nthamma1@babson.edu | (540) 998-8499 | [GitHub](#) | [LinkedIn](#) | [Portfolio](#)

EDUCATION

Babson College, F.W. Olin Graduate School of Business | Wellesley, MA

MS in Business Analytics | GPA: 3.6/4.0 | VP Finance, Analytics Club | December 2025

Virginia Tech, College of Architecture & Design | Blacksburg, VA

Bachelor of Architecture | Dean's List (4 semesters) 2024

EXPERIENCE

GoDaddy | Data Analytics Consultant (Capstone Project) | Wellesley, MA

Jan 2025 – May 2025

- Identified key drivers of entrepreneurial stress and capital access barriers across 50+ variables for 7,000+ U.S. small businesses by engineering end-to-end analytics pipeline in R, enabling targeted marketing strategies
- Enabled GoDaddy's marketing team to target 7 distinct customer segments with tailored regional outreach by developing data-driven personas using k-modes clustering and behavioral segmentation analysis
- Reduced manual analysis time by 15+ hours/week by building interactive R Shiny dashboard with 12+ dynamic visualizations, allowing teams to filter by region, business type, and demographics in real-time
- Translated complex statistical findings into 5 strategic recommendations adopted by stakeholders by presenting insights and addressing questions on cluster methodology and regional patterns

Bright Intelli | Data Analytics Intern

Jun 2024 – Aug 2024

- Identified conversion bottlenecks and navigation issues across 15K+ monthly sessions by analyzing user behavior data in Google Analytics through funnel analysis, informing website redesign recommendations
- Optimized homepage design elements and call-to-action placements by conducting A/B testing across 4 layout variants and analyzing click-through rates with session data
- Enabled data-driven decision-making for marketing team by creating automated weekly performance reports tracking 6 key metrics (bounce rate, session duration, conversion funnel progression)

PROJECTS

AI Job Market Intelligence Dashboard | Power BI, DAX, Data Modeling | [Portfolio](#)

- Developed interactive Power BI dashboard analyzing 50K+ global job postings across AI/analytics roles, implementing DAX calculations to track salary benchmarks, skill demand trends, and geographic market patterns
- Designed data model with 5+ dimension tables enabling drill-down analysis by country, role, and experience level, providing actionable career planning insights and competitive market intelligence

Revenue Optimization Engine for E-commerce | Python, Pandas, NumPy | [GitHub](#)

- Conducted elasticity-based pricing analysis on 530K+ transactions across 2,800+ products using demand curve modeling, identifying £183K projected revenue lift through strategic pricing adjustments for top 20 products

Customer Churn Prediction Model for Telecom | Python, XGBoost, Scikit-learn | [GitHub](#)

- Developed predictive model achieving 78.9% recall through feature engineering (20+ variables) and XGBoost classification, delivering \$2.8M annual net value (23.6x ROI) by identifying churn drivers and enabling proactive retention strategies

TECHNICAL SKILLS & CERTIFICATIONS

Programming: Python (Pandas, NumPy, Scikit-learn, XGBoost, SHAP), R (dplyr, ggplot2, Shiny), SQL (PostgreSQL, MySQL)

Analytics & Visualization: Tableau, Power BI (DAX, Data Modeling), Excel (Pivot Tables, Power Query, VBA), Google Analytics

Machine Learning: Supervised Learning (Regression, Classification, Tree-Based Models), Clustering, Feature Engineering, A/B Testing

Tools & Platforms: Git/GitHub, Jupyter, Statistical Hypothesis Testing, Funnel Analysis

Certifications: BCG Data Science Job Simulation (Forage), Google Data Analytics Professional Certificate, IBM Data Analytics Professional Certificate