

HET LATHIYA

✉ het.iitv@gmail.com ☎ +91-9157584534 [in LinkedIn](#) [📄 GitHub](#)

SUMMARY

Results-driven Data Analyst adept at extracting actionable insights from complex datasets. Skilled in Python, SQL, statistical analysis, and data modeling, with hands-on experience creating impactful dashboards using Power BI, Excel, and Tableau. Strong track record of leveraging analytics for informed, data-backed decisions and driving measurable business improvements.

TECHNICAL SKILLS

Programming Languages

- Python, SQL, JavaScript (Basic)
- Statistical Analysis & Data Modeling

Data Analysis Libraries

- Pandas, NumPy, Matplotlib, Seaborn
- Data Visualization & Reporting

Business Intelligence Tools

- Power BI, Excel, Tableau
- Dashboard Development & Design

Financial Markets

- Equity Research

CERTIFICATIONS

Product Management Fundamentals

Product Space

- Mastered end-to-end product lifecycle concepts, user stories, backlog prioritization, and MVP planning

Product Analytics Certification

Pendo

- Developed expertise in extracting actionable insights from analytics data, supporting improved product design and performance

Version Control with Git

Coursera

- Acquired proficiency in collaborative version control, advanced branching, merging, and pull request strategies

PROJECTS

Quantum Data Analytics Simulation

Python, Pandas, Matplotlib, Seaborn

- Executed comprehensive data preparation and statistical analysis for transaction data optimization
- Developed interactive dashboards and analytical reports to identify growth opportunities
- Applied advanced analytics for category pricing and strategic layout decisions

Tata Data Visualisation Simulation

Power BI, Excel, Visualization Techniques

- Created comprehensive data visualizations and executive dashboards for Tata Consultancy Services
- Prepared strategic business questions for senior leadership alignment
- Designed decision-making dashboards supporting C-level executives

Banking Customer Analytics (EDA)

Python, Pandas, Matplotlib, Seaborn

- Conducted exploratory data analysis on customer demographics and loan distribution patterns
- Built interactive dashboards featuring bar charts, histograms, and correlation heatmaps
- Identified key trends and insights for improved loan targeting strategies

EDUCATION

Bachelor of Technology

Computer Science and Engineering

Indian Institute of Information Technology Vadodara

Nov 2022 – Jul 2026, Gandhinagar, Gujarat

PROFESSIONAL EXPERIENCE

Associate Software Engineer Intern

MAQ Software, Noida — Present

- Developing a pipeline for day to day data ingestion and ETL operations in Microsoft Azure.

Business Development Intern

The Skill Space, Remote — Jun 2024 – Jul 2024

- Conducted comprehensive market research to identify high-potential client opportunities, resulting in 20% increase in qualified leads
- Enhanced sales presentations and implemented targeted outreach campaigns, achieving 15% conversion rate improvement
- Successfully secured 3 long-term strategic partnerships through data-driven client engagement strategies

LEADERSHIP EXPERIENCE

Organizer – National Level Virtual Trading Event

IITV Finance Consulting Club — May 2024 – Jun 2024

- Organized a National Level Virtual Trading Competition involving university participants
- Facilitated sessions on market trends, trading strategies, and financial decision making
- Leveraged digital tools to ensure seamless participant interaction and feedback collection
- Enabled participants to apply trading strategies in a competitive market environment

Public Relations Lead

IITV Finance Club, Gandhinagar — May 2024 – Present

- Led integrated PR strategy execution, achieving measurable brand visibility improvements
- Built extensive network of industry professionals and external stakeholders
- Coordinated seminars and networking events for student professional development

Associate Content Strategist

IITV Finance Club, Gandhinagar — Jan 2023 – May 2024

- Designed and delivered engaging financial literacy presentations with high participant satisfaction
- Conducted in-depth research and created data-backed educational content
- Achieved 25% increase in digital engagement across multiple platforms

ADDITIONAL PROJECTS

User Engagement Analytics

Python, Pandas, Data Visualization

- Analyzed user behavior metrics including visits, likes, and comments to identify engagement patterns
- Developed comprehensive dashboards and reports with actionable UX recommendations

Finance Blog Application

PHP, MySQL, Full-Stack Development

- Built fully functional blogging platform with complete CRUD operations
- Designed optimized relational database schema for efficient data management