

# MEERA NAIR

Data Analyst

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## SUMMARY

Data analyst with 2 years in e-commerce analytics. Strong SQL and Power BI; my churn analysis changed onboarding and cut early churn 18%.

## EXPERIENCE

### Cartwise

Data Analyst

Bengaluru

Jun 2024 – Present

- Found with SQL cohort analysis that 62% of churn came in the first 14 days; the onboarding change that followed cut early churn 18%.
- Built a Power BI sales dashboard used by 40 regional managers weekly, replacing 6 manual Excel reports.
- Automated the weekly inventory report with Python and pandas, from 5 hours of Excel work to 10 minutes.
- Designed and read 4 A/B tests on checkout, one of which raised conversion 3.2%.

## PROJECTS

### Delhi AQI Explorer | Python, SQL, Tableau

[github.com/meeranair/aqi-explorer](https://github.com/meeranair/aqi-explorer)

- Cleaned 5 years of air-quality data (2M rows) and showed seasonal patterns in a public Tableau dashboard.

## EDUCATION

### Christ University

B.Sc, Economics and Statistics

2021 – 2024

CGPA 8.6

## SKILLS

**Analysis:** SQL (window functions, CTEs), Excel (pivot tables, XLOOKUP), statistics, A/B testing  
**BI:** Power BI (DAX), Tableau  
**Python:** pandas, NumPy, Matplotlib  
**Data:** PostgreSQL, BigQuery, Google Sheets