

## Summary

Accomplished Data Analyst with 3+ yrs in providing data-driven business insights, Data solutions, Automate Data pipelines across Operational, Marketing and Transit sectors. Skilled in building KPI Metrics, Reports and data centric visualizations and forecast models.

## Education

**Master of Science in Data Analytics**, George Mason University, VA

May 2023

**Course work:** Statistical Modeling, Probability, Big Data, Database Management, Data Warehouse, Machine Learning, Data mining, A/B Testing & Validation, Graph DB, Relational Database, Advanced analytics, Deep Learning, NLP.

## Work Experience

**Operational Data Analyst- Regional Transportation Commission Southern Nevada**

Las Vegas | April 2024 – Present

- Engineered **KPI** metrics using **Python/Jupyter** and SQL Server to automate performance metrics for vehicle route optimization, driving **35%** improvement in route **planning** and forecast on-Demand transit services using historical trends
- Automated for multi-language text-to-speech (**TTS**) conversion in **Python** and generate audio files for transit fleet annunciators
- Designed and deployed scalable **ETL Data pipelines** to integrate large raw structured and unstructured transit data using **SQL, Power Automate, EXCEL**(Fuctions, Lookups, PowerQuery)optimized **SSMS data warehouses**, improving processing efficiency by **40% weekly**.
- Using **SAP Crystal Reports**, built **Ad-hoc** reports for Leaderships on key outcomes on customer services, planning and metrics
- Developed interactive **Tableau** dashboards to optimize **Operations** and improving route productivity, customer segmentation analysis
- Spearheaded a **QA** framework in SQL for validating data accuracy, cleaning up raw messy data for better analytical purposes
- Demonstrated strong collaboration with internal and external stakeholders and transform business ideas into key findings.
- Collaborated with Sr. Analysts to troubleshoot and resolve complex problems, delivering solutions to stakeholders within deadlines

**Data Analyst – Clorder Technologies**

California | Sept 2023 – April 2024

- Developed **RPA** data pipeline to ingest raw and large data using **PySpark**, SQL, and Excel to help build Marketing mix models.
- Utilized **Big Query** export feature in **Google Analytics** 360 to collect and store consumer data in Big Query from the client's website.
- Achieved a **15%** increase in spending by implementing targeted **marketing campaigns** performance, through market bucket analysis.
- Automated data reporting solutions on data tasks using **Tableau**, resulted in saving **20 hrs/week** in manual processing.
- Collaborated cross-functionally with **product, marketing stakeholders**, revamped business solutions, uplifting in customer services.
- Conducted **A/B** testing to on website to analyze customer traffic, optimized quantitative modeling by hypothesis testing on customer retention rates, increasing **17%** in customer success.
- Documented detailed project finding for internal and external parties for better understanding and to maintain data compliances.

**Data Analyst - Clorder Technologies**

India | Feb 2020 – Jun 2021

- Demonstrated analysis in SQL & Python to analyze 3TB of customer engagement datasets stored in Excel, CSV, JSON file formats.
- Engineered **ETL** pipelines using **Airflow**, performed **EDA** and transformed raw data using **Spark**, enhancing quality, consistency
- Improved query efficiency by indices optimization, with an impressive **8%** reduction in execution time and delivered faster results.
- Monitored and reviewed KPIs (**CLV, CRR**), with **12%** increment in success metrics, which elevated the product sales.
- Interconnected **8** Tableau dashboards to automate performance metrics reporting, saving **\$20K/** year by cost-benefit analysis.
- Collaborated with stakeholders, revamped Finance **BI** reporting solutions using **AWS Redshift**, improving in campaign performance.

## Projects

**Personalized Customer Segmentation Models | Python, ML, Tableau**

- Leveraged TensorFlow to analyze user behavior and spending patterns, implementing targeted marketing initiatives using **Tableau**.
- Established a direct correlation between personalized promotions and a predict noticeable increase in player acquisition rates by **15%**.

**NFL - Player's Performance |Advance Excel, Data Visualization**

- Processed and formatted raw NFL data, utilizing Pivot Tables for statistical analysis of **1M** player data, using Excel functions
- Designed an accelerated dynamic Excel dashboard with VBA macros for metric tracking (TEQ, PPP), improved **20%** in decision-making.

**Bike Sales Forecasting using Tableau |Python, Enterprise, Tableau, Agile**

- Demonstrated descriptive analytics on 5 years of bike rental data, using Python to predict sales and performed **Time Series** analysis using **ARIMA, SARIMA** models, combined with **Tableau** to forecast city sales trends, resulting in a notable **35%** increase in sales.

**Customer Credit Card Risk and Churn Analysis |R, Machine Learning, Fintech, Risk Management, Banking**

- Executed a comprehensive risk assessment, analyzed credit card portfolio, and successfully enhanced the customer retention rate.
- Implemented Featured engineering and Random Forest, achieving early prediction risk of account closure by with **96%** precision

## Technical Skills

**Languages:** Python, R, SQL, PostgreSQL

**Database:** SQL Server, T-SQL, MongoDB, Neo4j, NoSQL

**Cloud Services:** AWS, Azure, Google Cloud Platform

**Tools:** Kafka, Google Analytics, HDFS, Git, Excel

**Data Warehouse:** Redshift, Snowflake, Big query, Databricks

**Data Visualization:** Tableau, Looker, PowerBI, Visio, DOMO

**Big Data:** Hadoop, Hive, Spark, MapReduce.

**Packages:** Matplotlib, Scikit-learn, Seaborn, TensorFlow