

# SARTHAK ARORA

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## PROFESSIONAL EXPERIENCE

### DISH NETWORKS

Denver, CO

#### Data Analyst

JUN 2023 - DEC 2023

- Constructed a data pipeline from Amazon S3 to Snowflake/GCP Lakehouse to improve Sling TV's reward identification system, achieving a 25% decrease in system alerts and enhancing system reliability.
  - This included refining SQL queries and creating auto-correction procedures in SnowSQL.
- Led an in-depth Exploratory Data Analysis (EDA) project, utilizing custom SQL queries and Tableau Dashboards, to consolidate user engagement KPIs for streaming performance and application crashes.
  - Presented data to stakeholders, driving a 12% increase in user retention through actionable insights.
- Collaborated with senior management to transform Adobe Data Tag Specification from a spreadsheet into a more accessible website interface, impacting over 200 employees and reducing the JIRA alert tickets by 48%.

### ZETA GLOBAL

New York, NY

#### Product & Analytics Analyst

JUN 2022 - MAY 2023

- Optimized and automated ETL pipelines by transitioning from PySpark to Snowflake SQL (to bolster Lifetime Value (LTV) and churn predictions), leading to a 70% reduction in processing times.
  - This entailed improving data governance through secure S3 data transfers and stored procedures.
- Directed a major overhaul of data pipeline architecture using SnowSQL, managing over 2.8 billion records and extracting 130,000 critical data points, which was pivotal in strategic decision-making and development of Tableau visualizations.
- Applied Python regression models and NLP techniques to analyze advertising effectiveness and user feedback, boosting campaign ROI by 15% through detailed sentiment analysis and behavioral data insights.

### ESCALENT (FORMERLY GRAIL INSIGHTS)

Noida, INDIA

#### Market Research Analyst

FEB 2019 - JUN 2021

- Led a data-driven analytics team for a global computer manufacturer, utilizing Alteryx for survey data cleansing, which led to refined reporting processes and a 12% increase in PC purchases during the COVID pandemic.
- Executed secondary market research methodology to build data models for a Government Tourism Board across 14 countries, contributing to a 10% increase in travel bookings.
  - This involved delivering daily updates and market analysis through an Alteryx to Tableau pipeline.
- Integrated AWS S3 repositories to Alteryx and Visual Studio, enriching ~20,000 sales records with Python's NumPy and Pandas, enhancing a global social media company's app UI/UX and increasing client dataset engagement by 20%.

### THINK & LEARN (BYJU'S)

Noida, INDIA

#### Business Development Associate (Sales)

AUG 2018 - JAN 2019

- Catalyzed product B2C sales, surpassing revenue goals with ₹1.1 million (\$13K) earned, securing a top 5 sales position in New Delhi, India.

## EDUCATION

### OKLAHOMA STATE UNIVERSITY

Stillwater, OK

Master of Science in **Business Analytics and Data Science**

JUL 2021 - MAY 2023

### THAPAR UNIVERSITY

Patiala, INDIA

Bachelor of Engineering in **Electronics and Communication Engineering**

JUL 2014 - AUG 2018

## SKILLS & CERTIFICATION

- Databases & Query Languages:** SQL (SSMS, Snowflake, AWS Athena, Google BigQuery, DBeaver, Visual Studio).
- Visualization & Reporting Tools:** Tableau, PowerBI, Adobe Analytics, NewRelic, Kibana (Elastic), Looker.
- Languages & Platforms:** R, Python, PySpark; **Cloud:** AWS S3, GCP VectorAI; **Additional Tools:** SPSS, JMP, MS Excel, Alteryx, Databricks, Google Analytics.
- Libraries:** **Python** (Scikit-Learn, NumPy, Pandas, BeautifulSoup, Statsmodels, TensorFlow, Matplotlib, Seaborn, GooglePalm, Langchain, LangChain Agents, SQLAlchemy); **Excel** (VBA, Vlookup, Pivot Tables).

## ACADEMIC PROJECTS

### [End-to-End LLM project \(Using Snowflake\)](#)

JAN 2024 - PRESENT

- Engineered a Python-based end-to-end Large Language Model (LLM) using GooglePalm and LangChain to automate SQL query generation from Kaggle-sourced data, integrated with Snowflake Data Lake for enhanced querying efficiency.

### Bitcoin (BTC) close price Analysis Project

AUG 2022 - MAY 2023

- Led an in-depth Exploratory Data Analysis (EDA) project, to forecast term deposit subscription trends among 20 client's data.
  - This project incorporated PySpark and GCP BigQuery (SQL) tools to further employ analytics techniques and achieve a predictive accuracy of over 95%, with insights visualized using Tableau.