DEVANG MAKHDIYA
DATA ANALYST

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EDUCATION

Master of Science (M.Sc.) – Information Technology and Management
University of Texas at Dallas, TX, USA

Bachelor of Technology (B.Tech) – Computer Science
Birla Institute of Technology and Science (BITS), Dubai, UAE

PROFESSIONAL EXPERIENCE

Data Analyst (Salesforce CRM & Business Intelligence), *AURAMEDPRO INC.,* Dallas, TX   **Jan 2023 – Present**
- Streamlined management of Salesforce CRM data to achieve a 40% boost in accuracy; focused on applying precise validation techniques along with effective deduplication strategies that elevated overall operational efficiency.
- Designed and maintained interactive dashboards in Power BI and Tableau, simplifying complex data sets and improving decision-making efficiency by 30%
- Conducted comprehensive investment performance analytics, leveraging SQL and Excel to track key financial metrics, leading to a 20% improvement in portfolio performance insights.
- Managed financial accounting tasks and portfolio reconciliation processes, ensuring compliance with industry standards and achieving a 95% accuracy rate in financial reporting.
- Revamped data linkage techniques among Salesforce and external tools, leading to a substantial reduction of 25% in manual effort required for ETL processes; enhanced overall operational efficiency as a direct result.

Data Analyst & IT Developer, *ELFIT ARABIA,* Dubai, UAE   **Jun 2021 – Dec 2022**
- Orchestrated organized workflows for data integration that enhanced collection and processing times by reducing bottlenecks; contributed directly to achieving 40% greater overall system efficiency.
- Engineered interactive reporting tools using Tableau and Power BI, resulting in a significant uptick of 20% in lead generation by providing actionable analytics for the sales team.
- Developed and optimized SQL queries for data extraction, transformation, and loading (ETL), improving query performance by 35% and enhancing data accuracy in reporting pipelines.
- Conducted A/B testing and Python-based data analysis, leading to a 10% improvement in customer retention.

Director of Business Development, *PHANI FOODS,* Hyderabad, India   **Jan 2020 – May 2021**
- Initiated targeted customer profiling through detailed market research efforts; generated insights that boosted overall company revenues by 50% alongside a notable improvement in profit margins reaching 40%.
- Designed SQL-based reports to track inventory, supplier performance, and customer trends, optimizing supply chain efficiency.
- Built automated financial dashboards, reducing manual reporting by 35% and enhancing decision-making.
- Applied predictive analytics for demand forecasting, decreasing stock wastage by 25%.

SKILLS & COMPETENCIES

- **Data Analysis & Visualization:** Data Cleaning, Transformation & Wrangling; Exploratory Data Analysis (EDA); Statistical & Predictive Modeling; Data Visualization (Tableau, Power BI, Matplotlib, Seaborn); A/B Testing & Hypothesis Testing; SQL, Tableau, Power BI, Python (Pandas, NumPy, Matplotlib, Seaborn)
- **Database Management & ETL:** SQL Query Optimization & Stored Procedures; ETL Pipeline Development & Automation; Data Warehousing & Data Integration; Cloud Data Solutions (Azure, AWS, Google Cloud); SQL Server, MySQL, PostgreSQL, MongoDB, NoSQL, ETL Processes
- **Statistical Analysis & Predictive Modeling:** Regression Analysis; Clustering; A/B Testing; Machine Learning (Scikit-Learn); Statistical Modeling; Forecasting; Trend Analysis
- **Business Intelligence & Reporting:** Dashboard Development; Reporting Automation; CRM Analytics; KPI Metrics Tracking; Excel (VBA, Pivot Tables)
- **Big Data & Cloud Technologies:** Apache Spark; Hadoop; Cloud Platforms (AWS, Azure, Google Cloud); Large-Scale Data Processing; Distributed Computing

PROJECTS

ETL Pipeline and Data Infrastructure for Pet Clinic Database, *University of Texas at Dallas*, TX, USA
- Designed and implemented a MySQL-based ETL pipeline, improving data integrity and tracking of pet medical history with 93% accuracy.
- Automated data ingestion and transformation processes for large datasets, enhancing performance and operational efficiency.

Web Scraping Solution for COVID-19 Analysis, *University of Texas at Dallas*, TX, USA
- Collected and analyzed CDC vaccination datasets using Python (BeautifulSoup, Pandas) to uncover trends across demographics.
- Developed interactive Tableau dashboards, visualizing vaccination rates and mortality trends for data-driven public health strategies.

CERTIFICATIONS

- Microsoft Certified Power BI Data Analyst Associate
- Tableau Certification
- Certified Salesforce Administrator