

CONTACT

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[Portfolio](#)

Sudbury, ON, Canada

SUMMARY

Data analytics professional with over six years of experience providing data-driven insights and recommendations to Fortune 500 companies across Commercial Real Estate, Sports Retail, CPG, and Pharmaceutical domains. Skilled in exploratory data analysis, statistical analysis, and data visualization, with expertise in SQL, Python, R, Tableau and Power BI. Highly adept at generating insights, identifying trends, and communicating findings with stakeholders

TECHNICAL SKILLS

SQL

Python

R

Tableau

Power BI

MS Excel, Word, Power Point

STATISTICAL SKILLS

Clustering

Random Forest

A/B Testing

Hypothesis Testing

Time Series

HIMANSHU BAIRAGI

Data / Business Intelligence Analyst

PROFESSIONAL EXPERIENCE

JLL, Bangalore - Assistant Manager

Oct 2020 - Sep 2022

Website Analytics

The regional websites provide all the relevant information about the company and its services specific to fourteen countries in the Americas, Europe, the Middle East, and Asia-Pacific regions. The stakeholders wanted a unified reporting system to assess website metrics, segregate business leads, track the progression of leads into various maturity stages, and identify ROI on marketing efforts for lead generation across the company.

Leveraging data from Adobe Workspace, Google Data Studio, CRM systems, and multiple internal data repositories, a high-complexity back end was developed. The dashboard highlighted key metrics in three main sections: Output Metrics, Input Metrics, and Prospects.

Analysis of Marketing Campaigns

The marketing team was interested in tracking the response to the various social media campaigns launched and analyzing their performance.

Data from social media platforms was extracted using the Postman API app and merged with Eloqua data and multiple other internal datasets to enable performance assessment. KPIs, such as impressions, engagement rate, traffic, click rate, conversion rate, etc., were tracked and weighed against the benchmark set by the marketing team.

The analysis was delivered using Tableau Dashboard, and both the dashboard and the backend were automated and scheduled to refresh at a weekly cadence.

ETL Pipeline - Marketing Data Ingestion

Assisted the data engineering team in setting up ETL pipelines for various social media and web analytics platforms. Created workflows and ensured data accuracy by validating ingested data against the data extracted directly from the platforms using the Postman API platform.

Other Projects/Contributions

- Created and presented several focused deep-dive analyses to Product, and Marketings leaders.
- Performed several ad-hoc analyses for leadership and the data team.
- Developed a functional prototype of a mobile-based application for JLL's annual hackathon competition.
- Designed, created, and maintained multiple Tableau-based dashboards.
- Interviewed 30+ candidates for recruitment in various analytics roles.

PLATFORMS

Adobe Workspace
Databricks
Athena
Snowflake
MS SQL Server
Jupyter Notebook
Postman API
LinkedIn & Twitter Developer

SOFT SKILLS

Problem Solving
Critical Thinking
Storyboarding
Communication
Collaboration
Mentorship
Project Management

CERTIFICATIONS

Decision Science certification from Mu Sigma University

DataCamp: Completed 30 courses across Python Data Analyst, Python Data Scientist, and R Programming career tracks.

DataCamp: Data Modeling in Power BI

AWARDS

2 Spot Awards for excellence in delivery

Mu Sigma, Bangalore - Apprentice Leader Nov 2016 - Nov 2020

· Insights To Success

Designed and created three Tableau-based dashboards for a Fortune 500 retailer, integrating data from over 15 sources. The customer's two primary concerns, security and performance, were addressed by implementing role-based access (RBA) and aggregating the data sources at the highest possible level in the backend.

· Prescriber Segmentation

Employed a random forest classifier on key prescriber variables such as writing patterns, demographics, and behaviour to identify prescriber segments for a Fortune 500 pharmaceutical business. Developed Key insights and recommendations concerning different segments, which the stakeholders subsequently used to target prescribers more optimally.

· ETL Pipeline - Experiences Integrated Data Layer

A leading global sports footwear and apparel manufacturing company launched several new purchasing experiences to improve its retail business. Because the data was scarce, acquiring it took much effort. The data required substantial cleaning and manipulation. Collaborated with stakeholders to develop business rules and benchmarks. This data was later visualized using a Tableau-based dashboard.

· Post Launch Sentiment Analysis

Public sentiments towards highly anticipated sports footwear were assessed by analyzing post-launch tweets from a popular social media platform. Word clouds and pyramid plots were created to visualize the data. The learnings were then shared with the product team to address consumer concerns.

· Other Projects/Contributions

- ▶ Designed, created, and maintained over 20 Tableau-based dashboards.
- ▶ Automated and maintained various Excel-based reports using SAS & R.
- ▶ Showcased Mu Sigma's capabilities in several sales pitches.
- ▶ Mentored 100+ new inductees in their training phase.

EDUCATION

Cambrian College of Applied Arts and Technology

PG Certification - Business Analytics | CGPA 4 (/4) Sep 2022 - Jun 2023

- ▶ Designed and created multiple dashboards based on Microsoft Power BI and the Flask framework, incorporating real-time data extracted from open-source APIs.
- ▶ Performed data cleansing, data wrangling, exploratory data analysis, hypothesis testing, and generated insights using R programming language as part of Statistics project.
- ▶ Designed industry standard database model for optimal storage of data for a popular YouTube channel.
- ▶ Created Marcos enabled excel reports.

IES IPS Academy (RGPV)

BE - Computer Science | CGPA 6.9 (/10) Aug 2012 - Jul 2016

- ▶ Designed and created a HTML and Java based online registration system for enrolling and managing squads across all the sports departments for college's annual sports competition.