

# CONTACT

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# SUMMARY

Data Analyst with 5+ years of experience in providing data-driven insights and solutions to Fortune 500 companies across Commercial real estate, Retail and Pharmaceutical domains.

Currently perusing postgraduate certification in Business Analytics from Cambrian College of Arts and Technology.

# TECHNICAL SKILLS

SQL  
Python  
R  
Tableau  
Power BI  
MS Excel, Word, Power Point

# STATISTICAL SKILLS

Clustering  
Random Forest  
A/B Testing  
Hypothesis Testing

# HIMANSHU BAIRAGI

Postgraduate Student - Business Analytics  
@ Cambrian College of Applied Arts and Technology

# PROFESSIONAL EXPERIENCE

JLL, Bangalore - Assistant Manager Oct 2020 - Present

## Website Analytics

The website is a one-stop solution for all the information and details related to the company and the services it provides. The product team wanted a 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.

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 under 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 were extracted using the Postman API app and merged with Eloqua data and multiple other internal datasets to enable performance assessment. Key metrics, 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 the dashboard and the codes were automated and scheduled to refresh at a weekly cadence.

## Marketing Data Ingestion

Assisted the data engineering team in setting up ingestion patterns 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
- Developed a functional prototype of a mobile-based application for JLL's annual Hackathon competition
- Designed, created, and maintained multiple Tableau-based dashboards
- Automated numerous existing manual processes
- Interviewed 30+ candidates for recruitment in various analytics roles

## PLATFORMS

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

## SOFT SKILLS

Problem Solving  
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 different sources. The customer's two primary concerns security and performance were addressed by implementing Role-Based Access (RBA) and by aggregating the data sources at the highest possible level in the backend itself.

### · Prescriber Segmentation

Identified prescriber segments for a fortune 500 pharmaceutical giant based on key attributes like writing patterns, demographics, and behavior. Generated key insights and observations about different classes which were then utilized by the business to target the prescribers more effectively.

### · Experiences Integrated Data Layer

A leading global sports footwear and apparel manufacturing company launched several new purchasing experiences to improve its retail business. But the data collected was hard to consume as it was sparse & scattered. The data required extensive cleaning and manipulations. Multiple connections with the client's team were established to formulate business rules. This data was later visualized via a Tableau-based dashboard.

### · Post Launch Sentiment Analysis

Public sentiments towards a 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 act on the consumer's 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 | GPA 4 (/4, Semester 1) 2022 - Present

- Designed and created multiple dashboards based on 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 YouTube channel
- Created Marcos enabled excel reports

### IES IPS Academy (RGPV)

BE - Computer Science | CGPA 6.9 (/10)

2012 - 2016