

# Shrikanth Patil

Data Analyst

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Raichur, Karnataka, India

Curious and detail-oriented Data Analyst with 4 years of experience in data analytics. Technically proficient in SQL, Python, Tableau, Excel, and GA4. Adept at creating dashboards and supporting data-driven decision-making.

## Work Experience

### Data Analyst

Jul 2023 - Present

IPG Mediabrands | Pune

- Developed and maintained dynamic fortnightly dashboards in Excel for a US-based client, offering real-time data visualization and actionable insights to drive informed business decisions and enhance strategic planning.
- Created complex SQL queries to facilitate data quality assurance following the ingestion of data files through Microsoft SSIS, resulting in a time savings of approximately 70%.
- Developed and customized Google Analytics reports to analyze key media performance metrics, providing clients with detailed insights into audience behavior, content effectiveness, and campaign performance.
- Monitored and analyzed media campaign performance, identifying trends and patterns to inform future strategies.

### Data Analyst

Apr 2022 - Jul 2023

Radome Technologies | Bengaluru

- Contributed to Linear Regression Model building to predict exhaust gas temperature, which helps identify the life expectancy of aircraft engines.
- Worked with the end business users of a US client and simultaneously built approximately 15 major visualization reports using Tableau to glean insights into trends and prospects
- Researched, Developed, and optimized complex SQL queries for the effective fetching of required data and also reduced the execution time by approximately 40%
- Data Pre-processing and Data Analysis through Exploratory Data Analysis using Python Pandas.

### Data Analyst

Jan 2017 - Dec 2019

Tata Consultancy Services | Bengaluru

- Developed basic to complex SQL Queries to get the required data for manipulation at the later stages
- Maintaining the Informatica flow to complete day to day schedules
- Analyzed existing SQL queries to identify opportunities for optimization

## Core Skills

SQL, Tableau, Python, Google analytics, Looker, Statistics, Data visualisation, MS Excel

## Education

### KLS Gogte Institute of Technology

Jan 2013 - Dec 2017

Bachelor of Engineering

## Interests

Sudoku, Formula one racing, Cricket, Solving mathematical equations