##### EXPERIENCE

##### Microsoft | *Business Intelligence Analyst – Product (Contract)* | Redmond, WA Apr 2023 – Sep 2024

* Leveraged advanced data analytics to extract insights on partner lifecycle and product usage for 26,000+ IT partners and 1.3M+ customers, enhancing the tenant management web application
* Collaborated with Product Managers to define KPIs and OKRs, translating them into actionable queries and a dynamic performance dashboard
* Informed on product roadmap and operational efficiency by delivering reports on user engagement, partner retention, B2B subscription sales, marketing performance, and A/B testing on new features
* Developed and maintained Power BI dashboards, optimizing data visualization, managing data migration, and identifying anomalies
* Engineered complex queries to integrate telemetry data from diverse sources, clean API logs, and apply business logic using DAX formulas and expressions, ensuring data accuracy and relevance

##### Amazon | *Business Analyst – Customer Experience (Contract)* | Seattle, WA Sep 2022 – Apr 2023

* Reduced reporting time from 2 weeks to 9 minutes by automating statistical analyses of Amazon's global business activities using Python and VBA
* Converted customer trends into business insights, enhancing customer experience for Amazon Retail, Groceries, and Advertisements by 3.2%, 6.3%, and 16.9%, respectively, between Q3 and Q4 of 2022
* Built a time-series analysis dashboard to monitor Net Promoter Score (NPS) and Customer Satisfaction Attributes (CSATs), guiding short- and long-term business decisions
* Led a 2 analyst to build a Quality Assurance (QA) framework to ensure reporting accuracy

##### Fiverr | *Data Analyst* *– Provider Network Operations* | Remote, WA Jun 2022 – Oct 2022

* Designed and updated SSRS and Tableau reports for a health insurance client, focusing on network operations
* Improved query performance by 25% by optimizing joins, creating indexes, and minimizing use of sub-queries to meet business needs

**ARS Associates** | *Data Analyst - Marketing* **|** Remote, IndiaOct 2020 – Aug 2021

* Developed and deployed Power BI data models and reports, enabling clients to discern market trends, competition dynamics, and customer behaviors
* Leveraged SQL stored procedures, triggers, and views to streamline cross-unit data aggregation

##### EDUCATION & CERTIFICATIONS

##### University of Washington | *Bachelor of Science in HCDE & DS* | Seattle*, WA* GPA: 3.75/4.0

* Overview: A program in Human Centered Design Engineering and Data Science; minor in mathematics;

**Certifications:** Microsoft – Power BI Data Analyst Associate; Udemy – The Advanced SQL Server Masterclass for Data Analysis

**PROJECTS**

* **New York City Airbnb Dashboard** – Created a tableau report that analyzing market trends and enabling hosts to optimize pricing strategies on various factors influencing neighborhood, availability, and more
* **Carvana A/B Testing of new search feature** – Evaluated the impact of the new search feature on user engagement and conversion using t-test and chi-square test to determine feature rollout
* **Loan Safety using Decision Tress** – Engineered a machine learning classification model using random forest algorithm that predicts whether a loan is likely to default

**SKILLS**

* **Product Management**: A/B Testing, User Research, Product Strategy, Roadmap Planning, Agile/Scrum
* **BI Tools:** Power BI, Tableau, Looker, MS Excel, SSRS
* **Programming Languages**: SQL, Python (Pandas, NumPy, scikit-learn, TensorFlow, Matplotlib), R, Java, VBA
* **Big Data Tools**: PySpark, Hadoop, Hive, Kafka, Airflow, Snowflake, MongoDB, Azure Data Factory
* **Statistical Techniques**: Regression, Predictive Modelling, Hypothesis Testing, Machine Learning
* **Design:** Figma, Adobe Creative Cloud (Illustrator, Photoshop, XD)
* **Others**: Git, Jupyter Notebooks, Linux, MS Office, Jira, Asana, Workfront, Visio, AWS, Azure