PRANALI RAMESH SAWANT

Boston, MA | P: 8576938005 | pranalisawantt12@gmail.com | LinkedIn | GitHub | Portfolio

SUMMARY

Data Analyst with 2+ years of experience in statistical analysis, building interactive dashboards, and managing relational databases. Expertise in data modeling, data storytelling and automating workflows to help business make decisions in marketing domain.

SKILLS

Programming Languages: SQL, Python, R, Java
Cloud & Databases: Snowflake, Apache Airflow, MS SQL Server, Oracle, AWS (Glue, Redshift, S3), GCP (BigQuery)
Data Visualization: Power BI, Tableau, Google Analytics
Tools: Microsoft (Excel, Word, PowerPoint), SSPS, ER/Studio, Google Campaign Manager, HubSpot
Certifications: Google Data Analytics Professional Certificate (2025)

WORK EXPERIENCE

MASSDOT — Boston, MA
Data Analyst Co-op — Jun 2023 – Dec 2023
- Built **end-to-end ETL processes**, automating **data extraction** from APIs, Excel files, and relational/non-relational databases using **Python scripts** in **Apache Airflow**, processing **10M+ transit records monthly**.
- Transformed and loaded datasets into **Snowflake**, designing **scalable models** and optimizing query performance with **advanced SQL techniques**, reducing **data retrieval time** by 30%.
- Added **validation checks**, error handling, and logging to the ETL pipeline, ensuring reliable **data processing** and anomaly detection.
- Developed **Power BI dashboards** to present **real-time data** to stakeholders, and analysts, supporting decisions and strategic reporting.

INFOSYS LIMITED — Pune, India
Data Analyst — Jan 2021 – Aug 2022
- **Analyzed e-commerce funnel performance** using **Google Analytics** across product views, add-to-cart, and checkout, identifying drop-off points and implementing strategies that drove a **22% increase in conversion rates**.
- Led a team of two members to create **Tableau dashboards** visualizing **customer behavior**, enabling **marketing teams** to prioritize fixes for high-impact pages and **presenting insights to leadership**.
- Built time-series **forecasting models** in **Python** to predict web traffic during promotional campaigns, optimizing resource allocation.
- Implemented automated **data pipelines** using **Apache Airflow** to **integrate data** from Google Analytics and CRM systems, ensuring **accurate** and **consistent datasets** for analysis and reporting.
- Collaborated with design teams to assist in **A/B testing** on landing pages, optimizing content to increase click-through rates by 17%.

IT SOLUTION — Mumbai, India
Marketing Analyst Intern — May 2019 – Aug 2019
- Analyzed pricing and promotions from competitor data, scraped using **Python (Selenium)**, aiding campaign strategy development.
- Used **Excel** for campaign analysis, leveraging **pivot tables** and **advanced formulas** to summarize campaign reach and engagement.

PROJECTS

MOOD SYNC: AI-driven emotion-based playlists | OpenCV, TensorFlow, NumPy, Pandas, Sklearn | Link — Jul 2022
- Developed a Python-based web platform using a **Convolutional Neural Network** to classify facial expressions into seven emotions and a **Long Short-Term Memory model** to generate personalized MIDI playlists based on the detected emotions.

COVID STREAM: ETL Data Pipeline | AWS (Redshift, Glue, S3), Python | Link — Sep 2024
- Built an end-to-end ETL pipeline using **Glue** that cleaned and **transformed 12M+ records** of raw data using **Python** and integrated it into a centralized **Redshift** data warehouse for unified and real-time analytics.
- Constructed a **dimensional model** in **ER studio** with fact and dimension tables to enhance the scalability of pandemic analysis.

CHURN SHEILD: Customer Churn Analysis | NumPy, Pandas, Sklearn, Matplotlib, Power BI | Link — Mar 2024
- Implemented a **churn prediction model** using Gradient Boost with SMOTEENN for class balancing and optimized accuracy, paired with a **Power BI dashboard** to visualize churn metrics and identify at risk customers.

SMART QUIZ: AI-powered Adaptive Assessment Platform | NumPy, Pandas, Sklearn, Flask, Bootstrap | Link — Aug 2023
- Engineered a real-time AI-powered assessment platform using Python, Flask, and Bootstrap, automating scoring and dynamically adjusting question difficulty with **decision tree logic**, supported by a **data pipeline** for scraping and categorizing quiz questions.

EDUCATION

NORTHEASTERN UNIVERSITY — Boston, MA
Master of Science, Information Systems; Cumulative GPA: 3.75/4 — Sep 2022 - Dec 2024

MUMBAI UNIVERSITY — Mumbai, India
Bachelor of Engineering, Information Technology; Cumulative GPA: 7.75/10 — Aug 2016 - Oct 2020