PRANALI RAMESH SAWANT

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SUMMARY

Data Analyst with 2+ years of experience in statistical analysis, building interactive dashboards, and managing relational databases. Proficient in Python, SQL, Power BI, AWS, Tableau, and Excel, with expertise in marketing analytics and data storytelling to help business make decisions. Skilled in predictive modeling, A/B testing, automating workflows to build scalable solutions.

SKILLS

Programming Languages: SQL, Python, R, Java
Database: SSMS, MySQL, Oracle, PostgreSQL, Azure SQL, MongoDB, Snowflake
Data Visualization: Power BI, Tableau, Google Analytics
Tools: Microsoft Excel, Microsoft PowerPoint, Talend, Alteryx, ER/Studio, GitHub
Cloud Platforms: AWS (Glue, Redshift, S3, Athena), GCP(Big Query)
Certifications: Google Data Analytics Professional Certificate (2025)

WORK EXPERIENCE

MASSDOT   Boston, MA
Data Analyst Co-op   Jun 2023 – Dec 2023
- Developed an interactive Power BI dashboard independently to visualize traffic flow patterns, road usage, congestion hotspots and commuter trends, enabling leadership to make informed infrastructure decisions.
- Optimized SQL queries in MySQL to extract safety and performance data, reducing query execution time from 10 seconds to 3 seconds enabling faster and organized ad hoc reporting for leadership.
- Created predictive models with Python to forecast accident likelihood during high-risk periods, helping reduce accidents by 8% and prioritize safety interventions.
- Presented detailed infrastructure performance reports automated using Excel VBA scripts, supporting leadership in the allocation of a $5M maintenance budget.

INFOSYS LIMITED   Pune, India
Data Analyst   Jan 2021 – Aug 2022
- Utilized SQL and Google Analytics to analyze e-commerce funnel performance, identifying critical drop-off points and improving checkout conversion rates by 22%.
- Led a team of 3 to visualize customer behavior across the purchase funnel using Tableau dashboard, enabling marketing teams to prioritize fixes for high-impact pages and effectively communicated findings to leadership.
- Implemented time-series forecasting models in Python (prophet) to predict web traffic during promotional campaigns, optimizing resource allocation.
- Built automated pipelines with Python to merge data from multiple sources (Google Analytics, CRM systems), ensuring consistent and timely insights.
- Collaborated with design teams to assist in A/B testing on landing pages, optimizing content to increase click-through rates by 20%.
- Designed Excel trackers for conversion metrics, ensuring accurate performance reporting for stakeholders under tight deadlines.

PROJECTS

CHURN SHEILD: Customer Churn Analysis| Python, Power BI | Link   Aug 2024 – Sep 2024
- Implemented a Churn prediction model using Gradient Boost, incorporating SMOTEENN to effectively balance classes, and fine-tuned hyperparameters to optimize accuracy.
- Developed a Power BI dashboard visualizing metrics like churn rate and revenue loss, enabling strategies to retain at-risk customers.

ECOM CONNECT: E-commerce Analytics| SQL, Power BI | Link   Nov 2024 – Dec 2024
- Implemented a SQL-based analytics solution using Google BigQuery to enhance e-commerce decision-making for stakeholders.
- Built an e-commerce dashboard using DAX to create customized measures like Order Fulfillment Rate, Customer Lifetime value, and Repeat customer rate, enabling insights to improve resource allocation, customer satisfaction, and operational efficiency.

COVIDSTREAM: Covid19 Data Pipeline| AWS, Python | Link   Sep 2024 – Nov 2024
- Targeted the challenge of efficient data integration of large COVID-19 datasets to enable better evaluation of post-pandemic trends.
- Built a scalable ETL data pipeline to load COVID-19 data from S3 to Redshift, leveraging Redshift for SQL querying, Glue for pipeline orchestration, and Python for data transformation, cleaning and connections.

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