
Digital Data Analyst with 3+ years of experience in developing reporting and insights, enabling data-driven decision making**PROFESSIONAL EXPERIENCE****ALSAC St. Jude Children's Research Hospital, Digital Product Analyst Consultant**

Mar 2024 – Present

- **Enabled self-serve analytics** by developing 20+ Adobe Analytics workspace dashboards with custom audience segments and calculated metrics for real-time insights for St. Jude website properties, donor portal and donation site
- **Delivered actionable donor conversion insights** through a custom-built funnel view dashboard in excel showing user journey mapping from site entry page, to site progression, drop-off points and donation completion rates
- **Quantified revenue impact** by integrating digital user engagement data with donation amounts through SQL queries, assessing St. Jude donor portal's strategic value and product adoption
- **Automated reporting** saving 6+ hours weekly by eliminating manual website health check reports with Python
- **Streamlined workflows** by integrating JIRA into Confluence and developing a resource allocation dashboard improving efficiency across 4 team verticals
- **Identified donation trends** for the donor portal through descriptive statistical analysis, applying percentiles and IQR-based outlier detection methods to define range and thresholds
- **Strengthened measurement accuracy** with traffic monitoring dashboards and anomaly detection alerts in adobe analysis workspace, for identifying and excluding bot traffic from inflating visits
- **Optimized fundraising engagement** by analyzing peer-to-peer campaign touchpoints, uncovering CTA interaction trends and drop-off points in registration and donation flows to refine UX, driving higher sign-ups and conversions
- **Recommended and tracked micro-conversions** like donor portal sign-ups, log-ins, email opt-ins, video views, 75% scroll depths highlighting broader website engagement beyond direct donations
- **Led structured analytics implementation** by collaborating with product owners, AEM content authors and engineering teams to define data collection requirements, recommend key metrics and success events, facilitate data layer updates and validate tracking using debugging tools
- **Enhanced analytics tracking measurement** by developing solution design reference document and implementing 30-day monitoring dashboards to evaluate tracking effectiveness for new product feature launches
- **Built A/B testing analysis dashboards** in adobe analytics to measure conversion lifts and suggest CTA placement and form design optimizations, providing actionable insights to refine UX strategy
- **Played a key role** in developing salesforce marketing cloud email journeys by defining KPIs, audience segmentation, suppression logic in collaboration with actionable profiles and email marketing teams

Novartis Pharmaceuticals, Senior Digital Marketing Analyst Consultant

Jan 2022 - Dec 2023

- **Enabled seamless data ingestion and transformation** through Dataiku ETL pipeline, streamlining digital data movement across 15+ flow zones spanning staging, enrichment and production environments
- **Eliminated 96+ hours of manual reporting** monthly by automating digital marketing performance reporting in Tableau for 5 US pharma brands
- **Ensured data accuracy** by developing a Snowflake-Snowsight SQL dashboard, minimizing data discrepancies to 5%
- **Analyzed lead generation performance** from web enrollment to email activation, leveraging SQL queries to extract insights on lead quality, conversion rates, and enrollment source effectiveness for DTC audience segments
- **Strengthened lead flow integrity and email campaign reporting** by developing source-to-activity mappings that cross-referenced activity types with disposition codes, refining conversion tracking
- **Optimized paid search performance** through Excel reports, uncovering trends in branded/unbranded ad groups and keyword groups using Impressions, SOV, Clicks, CPC and CPA key performance indicators
- **Delivered actionable insights** for ad-hoc requests by extracting and generating Paid Search, Paid Social, Display, Video, Third party Media, Lead Gen, Email campaign performance reporting via SQL, Python and Excel
- **Advanced HCP targeting** by creating "unknown-to-known" attribution reports leveraging Tealium CDP Visitor IDs and digital target lists, improving personalization and retargeting precision
- **Resolved reporting discrepancies** by collaborating with media agencies to identify and correct KPI miscalculations, channel-vendor mapping issues and gaps between tableau dashboard and agency reports
- **Defined and standardized KPIs** by building vendor-tactic dictionaries for HCP reach, engagement and NRx metrics
- **Refined email campaign analysis** by building deep-dive Excel reports to evaluate subject line and pre-header text variation for modular content enabled emails
- **Developed paid social performance** reports in excel to optimize Awareness, Lead Gen, and Engagement campaigns
- **Provided a holistic marketing snapshot** by creating Excel based monthly digital huddle workbooks featuring engagement metrics, conversion metrics, charts, trend indicators, vendor-tactic drill down capabilities

EDUCATION

- **University of Connecticut** | Masters in Business Analytics Dec 2021
- **International School of Engineering** | Graduate Program in Big Data Analytics May 2018

SKILLS

- **Tools:** Adobe Analytics, Google Analytics, Power BI, Tableau, Excel, SQL, Python, Snowflake, Salesforce, JIRA, Confluence
- **Competencies:** Data Analytics, Performance Reporting, Website Analytics, Conversion Insights, Agile Methods