

# Shweta Palekar

Sydney, NSW | 0424 976 768 | [shweta.palekar@gmail.com](mailto:shweta.palekar@gmail.com) | [LinkedIn profile](#)

## DATA ANALYST HIGHLIGHTS

- Data Analyst with 2 years of experience, skilled in analysis and visualization, creating impactful dashboards using Looker Studio, SQL, and Tableau to drive data-informed decisions.
- Developed a Tableau-driven report highlighting social media trends, audience demographics, and behavior patterns to support Thrive’s government grant strategy.
- Analyzed extensive datasets through data cleaning with Python, data visualization and modeling with Tableau, and data analysis using SQL to uncover key insights in the General Assembly project.
- Recognized for exceptional contributions during the COVID-19 pandemic, awarded a medal and certificate for service as a medical officer.

**TECHNICAL SKILLS:** SQL | Looker Studio | Tableau | Python | Advanced Excel | Power BI

## EXPERIENCE

### THRIVE

Digital Media Analyst

Sydney, NSW  
Aug 2024 – Current

- Collected, organized, and formatted social media data from (CSV and Excel) using Advanced Excel for cleaning and analysis; resolved inconsistencies post-collection by identifying anomalies (missing, duplicate, outliers) standardizing formats, and verifying accuracy enabling real-time performance tracking for Facebook, Instagram, and LinkedIn.
- Utilized Postgres SQL to analyze social media data, identify top-performing content, and generate monthly presentations that informed campaign optimizations, leading to improved follower growth and a 15% increase in engagement metrics
- Developed a comprehensive report on social media data using Power BI for data visualization, effectively supporting the social media team’s grant proposal initiatives.
- Provided data-driven insights to the social media team, identifying peak engagement times, top content, and audience preferences, leading to targeted strategies and improved campaign outcomes.

### TOHI - Temple of Humanity Inc.

Operational Analyst

Sydney, NSW  
Jan 2024-Jul 2024

- Set up Google Analytics and integrated it with Looker Studio to monitor website traffic, tracking key metrics such as visitor numbers, demographics, and user engagement.
- Collaborated with team members to track and analyze community engagement metrics (such as attendance, social media interactions, and feedback) using Advanced Excel to optimize event planning and identify participation trends.
- Extensively utilized advanced Excel tools for data cleaning and transformation such as filtering, sorting, and conditional formatting, to analyze inventory trends, identify usage patterns, forecast needs, and create automated reorder alerts, reducing stockouts by 20% and optimizing supply levels.

### GENERAL ASSEMBLY.

Data Analyst

Sydney, NSW  
Jan 2023-Dec 2023

- Analyzed a museum dataset with 8 CSV files and 41 columns, using Python and Advanced Excel for comprehensive data cleaning to ensure accuracy and consistency, and prepared the data for further analysis.
- Utilized MySQL Workbench to upload the data to the database and develop 25 SQL queries to reveal insights such as visitor behavior patterns and exhibit popularity.
- Applied data modeling and visualization techniques to design an interactive Tableau dashboard, visually presenting insights and recommendations.
- Developed strategies that boosted museum popularity by extending hours, offering free tickets for children under 5, discounts for seniors, showcasing popular artists, and introducing seasonal discounts, resulting in a 15% increase in ticket sales and a 20% rise in attendance.

## EDUCATION

### GENERAL ASSEMBLY

Graduate in Data Analytics Immersive

SYDNEY, NSW

### UNIVERSITY OF SHEFFIELD

Master of Science (Specialization in Molecular Medicine)

SHEFFIELD, UK