Shweta Palekar

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DATA ANALYST HIGHLIGHTS

- Data Analyst with 2 years of experience, proficient in data cleaning, analysis, and management, with expertise in leveraging Advanced Excel to analyze complex datasets, conduct in-depth data modeling, and deliver actionable insights that drive meaningful results for the organization.
- Analyzed extensive datasets using Advanced Excel and generated monthly reports highlighting social media trends, audience demographics, and behavior patterns to support Thriver's government grant strategy.
- Recognized for exceptional contributions during the COVID-19 pandemic, awarded a medal and certificate for service as a medical officer.

TECHNICAL SKILLS: Advanced Excel |SQL | Tableau| Python

EXPERIENCE

THRIVE   Sydney, NSW
Data Analyst   *Aug 2024 – Current*

- Gathered, organized, and formatted social media data from (CSV/ 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 Advanced Excel (pivot table, regression analysis) 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 Excel 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.   Sydney, NSW
Data Analyst   *Jan 2023-Jul 2024*

- Provided administrative support during various events by creating RSVP lists, organizing and managing event supplies, preparing feedback forms to gather attendee insights, and ensuring coordination between team members to enhance event efficiency and attendee experience.
- 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.
- Applied advanced Excel functions such as pivot tables, regression analysis, and charting tools to evaluate community engagement metrics, uncover trends in demographics, peak activity times, and feedback patterns, and craft data-driven event strategies, boosting participation by 15%.

GENERAL ASSEMBLY   Sydney, NSW
Data Analyst   *Oct 2023-Apr 2024*

- 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   SYDNEY, NSW
Graduate in Data Analytics Immersive   *October 2023 –April 2024*

UNIVERSITY OF SHEFFIELD   SHEFFIELD, UK
Master of Science (Specialization in Molecular Medicine)   *Nov 2007 – Nov 2008*