

# Shweta Palekar

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

## MARKETING DATA ANALYST

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- Microsoft Certified Data Analyst with 7+ years of experience, including 3+ years specializing in data analysis, marketing insights, and customer-focused solutions.
- Proficient in SQL, Tableau, and Advanced Excel, with a proven track record of transforming complex datasets into actionable insights.
- Experienced in managing and enhancing campaign analytics data models and BI suites to drive targeted marketing strategies and optimize campaign performance.
- Skilled in developing interactive dashboards and analyzing data for sustainability and non-profit projects—including social media trends, demographics, and behaviors—while also supporting government grant strategies through data-driven analysis.
- Possess a strong background in quality assurance within the pharmaceutical industry, ensuring data accuracy, compliance, and continuous process improvements. Passionate about leveraging data to inform strategic decisions and boost business outcomes.

**TECHNICAL SKILLS:** Tableau | Microsoft Office | SQL | Google Apps | ETL | Python | Data validation | Data model  
Survey analysis | Data cleaning | Data Analysis | Data visualization | Power BI

## EXPERIENCE

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### SANREC GLOBAL

*Data Analyst*

Sydney, NSW  
Feb 2022 - Current

- Extracted, cleaned, and validated data using Python and advanced Excel, implementing rigorous data wrangling and profiling techniques to ensure real-time accuracy across multiple platforms. Engineered data integration from diverse sources into MySQL and PostgreSQL, developing and optimizing complex SQL queries with window functions to deliver actionable insights for data-driven strategies.
- Designed and deployed interactive Power BI and Tableau dashboards, transforming complex data into clear, actionable visualizations that empowered stakeholders to make informed decisions.
- Collaborated with stakeholders and decision-makers to gather data requirements and transform them into actionable plans, driving continuous improvement and optimizing data-related processes for greater efficiency and impact.

### Ajanta Pharma Ltd

India

*Senior QA Analyst*

Mumbai,

Mar 2014 - Mar 2018

- Reviewed and approved SOPs, batch records, and validation protocols/reports to ensure all documents adhere to established procedures and regulatory standards
- Collaborated with a team to identify and mitigate potential risks and generated risk assessment reports that led to process improvement initiatives.
- Performs inspections of facilities, equipment, and processes to identify contamination risks that could impact quality control and generated inspection reports
- Developed environmental monitoring reports and identified trends by reviewing environmental monitoring data to ensure that the environment is controlled and maintained within acceptable limits.

## NOTICEABLE PROJECTS

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*Digital Media Analysis Project*  
*Data Analyst*

Sydney, NSW  
*Aug 2024 - Current*

- Collected, organized, and formatted social media data from multiple data sources, utilizing data wrangling and profiling techniques in Excel to ensure data accuracy and consistency by identifying anomalies (missing, duplicate, outliers), standardizing formats, and verifying accuracy, enabling real-time performance tracking for Facebook, Instagram, and LinkedIn.
- Utilized subqueries in Postgres SQL for data analysis, identifying trends and patterns for process improvement, such as top-performing content, and generating monthly reports, leading to campaign optimizations that drove follower growth and a 15% increase in engagement metrics.
- Developed a dynamic dashboard using Power BI, incorporating slicers and filters to allow the social media team to interactively explore and analyze data, effectively supporting LinkedIn grant proposal initiatives.
- Applied predictive analytics to anticipate future campaign performance, delivering actionable insights through the analysis of engagement trends, audience behavior, and peak interaction periods—resulting in data-driven strategies and enhanced campaign effectiveness.

*Supply and Event Analytics Project*  
*Data Insights Analyst*

Sydney, NSW  
*Jan 2023 - Jul 2024*

- Extensively utilized Advanced Excel to perform exploration data analysis for data cleaning and transformations to analyze inventory trends, identify usage patterns, forecast needs, and create automated reorder alerts, reducing stockouts by 20% and supporting seamless supply management during fundraising and community events.
- Utilized Excel and Google Sheets to implement inventory control for cultural events by tracking and analyzing stock levels of tickets and merchandise, which resulted in real-time inventory counts, prevented stockouts, and achieved a 7% reduction in inventory errors.
- Generated promotional materials using Canva and posted them 2 weeks before the event on multiple social media platforms and monitored the analytics using Google Analytics.
- Designed and implemented Google Forms surveys to gather critical data for demand forecasting, analyzing website traffic and community engagement metrics to predict event turnout and optimize resource allocation accurately.
- Streamlined attendee flow and logistics by implementing data-driven check-in processes and optimizing seating arrangements, resulting in minimized wait times and enhanced event experience for attendees across Sydney.

### Global Art Project

*Data Analyst*

Sydney, NSW  
*Feb 2022 - Dec 2022*

- Analyzed a museum dataset with 8 CSV files using Python, performing data cleaning operations like handling missing values, removing duplicates, converting data types, and dropping columns to ensure accuracy and consistency through data validation for further data analysis.
- Developed 25 SQL queries using MySQL Workbench to implement an ETL process, uploading data to the database and leveraging window functions like ROW\_NUMBER and RANK for analytical queries to uncover insights into visitor behavior patterns and exhibit popularity.
- Applied data modeling and performed analysis using Tableau to design an interactive dashboard, visually presenting insights and recommendations, and enabling users to explore data dynamically and make informed decisions.
- Generated 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.

## CERTIFICATIONS

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Microsoft Certified: Power BI Data PL300  
Certificate in Jira Fundamentals  
Certification in ISTQB

## EDUCATION

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### GENERAL ASSEMBLY

*Graduate in Data Analytics Immersive*

SYDNEY, NSW

### UNIVERSITY OF SHEFFIELD

*Master of Science (Specialization in Molecular Medicine)*

SHEFFIELD, UK