Shweta Palekar

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DATA ANALYST HIGHLIGHTS

- Microsoft Certified Data Analyst with over 2 years of experience, skilled in data analysis and data visualization, creating impactful dashboards using SQL, and Power BI to drive data-informed decisions and improve business performance for non-profit organizations and sustainability projects.
- Developed a data-driven performance report and dashboard using Power BI to identify social media trends, audience demographics, and behavior patterns to support Thrive's government grant strategy, demonstrating an ability to translate data insights into actionable recommendations.
- Analyzed complex museum datasets, ensuring data quality through thorough data cleaning with Excel, data visualization, and modeling with Tableau, and data analysis using SQL to uncover key insights and support business requirements in the General Assembly project.

TECHNICAL SKILLS: Microsoft Office | SQL | Power BI | Google Analytics | ETL |Python | DAX | Tableau

EXPERIENCE

THRIVE   Sydney, NSW
Digital Media Analyst   *Aug 2024 - Current*

- Collected, organized, and formatted social media data from (CSV and Excel) using Excel for cleaning and analysis, ensuring data quality and consistency by identifying and addressing anomalies (missing, duplicate, outliers), standardizing formats, and verifying accuracy, enabling real-time performance tracking for Facebook, Instagram, and LinkedIn.
- Utilized subqueries in Postgres SQL to analyze social media data, identifying trends and patterns for process improvement such as identifying 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 on social media data using Power BI for data visualization, incorporating slicers and filters to allow the social media team to interactively explore and analyze the data, effectively supporting the 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
Marketing Analyst   *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, supporting fundraising and donation drive campaigns to meet organizational goals.
- Analyzed community engagement metrics using MySQL, leveraging complex SQL queries (SELECT, JOINs, GROUP BY, HAVING, etc.) to uncover trends that optimized event planning, strengthened fundraising strategies, and boosted donation drive participation.
- Extensively utilized Advanced Excel tools (pivot tables, VLOOKUP, and SUMIFS) 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.

GENERAL ASSEMBLY   Sydney, NSW
Data Analyst   *Jan 2023 - Dec* 2023

- 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

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

EDUCATION

GENERAL ASSEMBLY   SYDNEY, NSW
Graduate in Data Analytics Immersive

UNIVERSITY OF SHEFFIELD   SHEFFIELD, UK
Master of Science (Specialization in Molecular Medicine)