SUMEET GAGLANI

Data Analytics, Data Engineering, Business Intelligence Engineer

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PROFESSIONAL EXPERIENCE

Marketing Data Analyst – CrowdDoing

− Managed a four-member cross-functional (Developers, PM's, Product, Marketing) team to implement A/B testing on existing website to increase engagement
− Designed dashboard in Google Analytics and Studio to analyze acquisition and behavior of users from multiple source

Skills and Technologies: Google Analytics, Google Data Studio, A/B Testing

Business Intelligence Engineer- Bristol Myers Squibb, Devens, MA   *Jul 2019 – Dec 2019*

− Developed and monitored critical KPI's like hazardous waste and water usage which saved $30,000 for the organization
− Eliminated 26 hours of weekly manual work by locating and extracting timestamp using pattern index in SQL
− Integrated data of 12 departments in SQL server to manage employee resource using dashboard in Spotfire
− Increased query performance by 20% by reducing joins, indexing and removing unwanted columns in SQL server
− Manipulated and analyzed text data using NLP techniques like tokenizing and lemmatization to identify key words and build dashboard for optimized process insights

Skills and Technologies: SQL, Python, Spotfire, AWS Redshift, NLP, Sharepoint

Data Analyst – Netmagic Solutions, Mumbai, India   *Sept 2016 – July 2018*

− Implemented A/B testing for clients to understand what campaigns are working best for them and increase their sales
− Normalized databases for clients to maintain referential integrity and avoid any anomalies using MySQL workbench
− Maintained data visualization quality by joining, cleaning and removing duplicates from multiple sources using SSIS
− Optimized data storage in Google Big Query by setting up partition on year, manipulating complex data structures like map, array and cleaned data string
− Collaborated with Sales team, PMs and customers to identify root cause by building actionable reports in Tableau
− Enhanced data storage by selecting appropriate storage according to data for clients to support analytical projects

Skills and Technologies: SQL, HIVE, Tableau, Google Analytics, Big Query, SSIS

ACADEMIC PROJECT

Big Data RFM Analysis [Azure Databricks, NLP]   *Summer 2020*

− Clustered and segmented customers based on Recency, Frequency and Monetary analysis in Azure Databricks
− Increased model accuracy by 8% by implemented feature importance and creating additional labels

Zlymo Market Analytics [AWS Sagemaker, S3, AWS Glue, Redshift]   *Spring 2020*

− Identified impact of different channels, campaign and promotion on products by creating a click though rate analytic dashboard in Tableau
− Built data pipeline to generate sales insights by collecting metadata in AWS glue and loading to redshift

Business Intelligence and Data Warehousing [Talend, Tableau, Power BI]   *Spring 2019*

− Built a Data warehouse by designing Facts and Dimensions in star schema and loaded data in SQL server
− Developed dashboards in Tableau for managing inventory of products, campaign analysis and reject analysis

Hospital Management Database [MySql, ER/Studio]   *Fall 2018*

− Normalized database till 3NF to eliminate update, delete and insert anomalies
− Built complex SQL queries - trigger, stored procedure and views to retrieve data efficiently
− Empowered ease of architecture readability by building the EER model using the reverse engineering in MySQL

CERTIFICATIONS and SKILLS

Certifications	Tableau Data Analyst, ITILv3 foundation
Programming and Query Skills	Python, SQL
Databases	Hive, MySQL, SQL Server, Oracle, Postgres, Redshift
Data Skills	Data Visualization, Data Warehousing, Data Pipelining, Data Governance
Data Integration/ BI Tools	Talend, Tableau, Power BI, Spotfire
Cloud technology	AWS Sagemaker, S3, EMR, QuickSight, Azure Databricks, Big Query

EDUCATION

Master of Science in Information Systems | Northeastern University, Boston, MA   *Aug 2020*

Coursework: Data Warehousing, Business Intelligence, Data Science Engineering Methods and Tools, Database Management and Design, Cybersecurity, Algorithmic Digital Marketing

Bachelors in Electronics and Telecommunication | K.J Somaiya College of Engineering, India   *May 2016*