

Suvapnil Dubey

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Introduction

Experienced Data & Business Analyst with 5+ years of success delivering analytics-driven solutions across Retail, Education, Healthcare, and Financial Services. Proven ability to perform in-depth exploratory data analysis (EDA), ETL pipeline development, design and optimize A/B testing frameworks, and drive campaign performance through actionable insights. Skilled in building scalable, automated data pipelines using Python, SQL, and PySpark, and in developing compelling dashboards with Power BI and Tableau. Adept at data mining, machine learning applications, and translating complex data into clear business recommendations for non-technical stakeholders. Experienced with leading cross-functional teams, mentoring analysts, and aligning data strategies with business goals across diverse industries.

Education

Rutgers University, Rutgers Business School 3.8/4.0 New Brunswick, NJ • MS in IT & Analytics: Data Science, Machine Learning, Data Analytics, Business Intelligence.	Sep 2023 – Dec 2024
University of Jammu, MIET 3.6/4.0 Jammu, India • Bachelor of Engineering: Computer Science.	Jul 2015 – Aug 2019

Experience

Product Data Analyst, NICE Actimize – Hoboken, NJ • Extracted and integrated CX and sales metrics from Salesforce, MySQL, and Spark-based data lakes using SQL, PySpark, and Python—supporting analytics across 100+ enterprise clients. • Applied statistical models (regression, clustering, anomaly detection) to identify customer behavior patterns, improving CSAT by 13%. • Built and maintained 4 real-time dashboards in Power BI and Tableau; automated ETL workflows with PySpark, reducing reporting latency and saving 3+ hours weekly. • Partnered with cross-functional teams on root cause analysis, reducing average issue resolution time by 12%.	May 2024 – Jul 2024
Graduate Teachers Assistant Data Analysis, Rutgers University – NJ • Designed and maintained ETL pipelines integrating data from multi-channel marketing campaigns into MySQL and BI tools, improving reporting efficiency by 20%. • Conducted end-to-end analysis of 33+ marketing campaigns using A/B testing, leading to optimized performance across multiple platforms. • Automated 10+ Power BI dashboards with live MySQL integrations (DAX, M queries), enabling real-time KPI tracking (CTR, CPL, conversion rates). • Led a team of 8 analysts in statistical modeling and forecasting using Python and SQL—contributing to 52% YoY growth and 38% of company revenue. • Delivered weekly data-driven insights and forecasts to clients, achieving 76% campaign profitability and 91% client retention.	Jan 2024 – Dec 2024
Senior Data Analyst, Getmyuni – Bangalore, India • Performed data mining and statistical analysis for 16 clients, uncovering trends that led to 45% YoY growth. • Designed and delivered client-facing dashboards and reports, boosting satisfaction scores by 25%.	Nov 2022 – Jul 2023
Data Analyst, Getmyuni – Bangalore, India • Headed a strategic business initiative by spearheading a hyperlocal market entry campaign using data-driven insights and A/B testing, resulting in a 19% increase in city-wide business within 6 months. • Built ROI dashboards in Tableau and Excel to visualize and communicate investment metrics for 70+ B2B healthcare clients.	Apr 2021 – Oct 2022
Business Data Analyst, Practo Tech – Mumbai, India	Jun 2019 – Oct 2020

Technical Skills & Certification

Programming & Analytics: Python (Pandas, NumPy, SciPy, scikit-learn, PySpark), R, SQL (PostgreSQL, MySQL, SQL Server)
Big Data & Cloud: Hadoop, Hive, Spark, Databricks, Snowflake, AWS (S3, Redshift, Glue), GCP (BigQuery, Vertex AI), Azure (Data Factory, Synapse), Kafka, Airflow, dbt
ETL & Data Engineering: Data pipelines, APIs, batch & streaming data, data cleaning, transformation, feature engineering
Statistics & ML: Regression, Classification, Clustering, Anomaly Detection, A/B Testing, Forecasting, Time Series, NLP, Optimization, Monte Carlo Simulation
BI & Visualization: Power BI (DAX, M), Tableau, Looker, Excel (Dashboards, Pivot Tables, Macros), Matplotlib, Seaborn
Tools & Platforms: Git/GitHub, Jupyter Notebook, Docker, VS Code, Salesforce, Google Analytics, Jira
Certifications: Microsoft Certified – Power BI Data Analyst Associate