Subhan Paul

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Data Analyst | Business Analyst| Marketing Analyst

A Data & Business Analyst with 6 years of experience who posses excellent problem solving skills, an analytical thinker and strong communication skills. Passionate about "DATA" and "Data Analysis". I have a demonstrated history of working in the Sales, Marketing & IT Software Industry.

AREAS OF EXPERTISE

- Excel
- NumPy
- PostgreSQL
- SQL
- Pandas
- Data Analysis & Visualization
- Power BI
- Tableau
- Data Quality

CAREER HIGHLIGHTS

- Led data-driven initiatives resulting in a 15% increase in sales revenue.
- Reduced data processing time by 20% through process optimization.
- Improved forecasting accuracy by 18% through predictive modeling.

PROFESSIONAL EXPERIENCE

Affiliate Data Manager | BGD Tech Pvt Ltd, Bengaluru **Jul 2023 - May 2024**

- Facilitating streamlined data flow source table to consumable format in dashboard and reports for stakeholders for best BI practices.
- Collaborated & worked closely with multiple C-Suites stakeholders, PMs and BAs across the organization to provide support with regards to Products,product performance & improvement in terms of sales & revenue.
- Extracted, transformed, and loaded (ETL) data from diverse sources, using Power BI. Implemented business rules via IICS DG&C, Data Quality, & Data Profiling to improve data quality from 64% to 98%.
- Wrote Python codes using: NumPy, Pandas, and SciPy for EDA, statistical analysis, & A/B testing. I created regression models to forecast revenue, channel performance, and user engagement using product data, visualizing with Matplotlib & Seaborn.

Inside Sales Analyst | Simplilearn Solutions Pvt Ltd, Bengaluru **Jun 2022 - Jul 2023**

- Worked with product development teams to understand customer needs and preferences, identify potential product enhancements, and gather feedback on new product offerings.Customer database management & lead funnel optimization through CRM.
- Ensuring the accuracy and timeliness of reports while presenting actionable recommendations to facilitate informed decision-making at the senior management level.
- Leveraged SQL to extract and analyze data from multiple sources, improved revenue, resulting in a 15% increase in customer retention & revenue.

Technical Support Analyst | Ienergizer Ltd, Noida   **Mar 2018 - May 2022**

- Identified root causes of technical problems by analyzing system logs, error messages and user feedback utilizing SQL queries to investigate database-related issues.
- Analyze support ticket data using SQL to identify trends, patterns and recurring issues helping to drive continuous improvement initiatives.
- Developed interactive dashboards and reports in Power BI to visualize support metrics, ticket resolution times and user satisfaction scores enabling data-driven decision making.

EDUCATION
Bachelor of Technology, EEE | North Eastern Hill University   **Aug 2017**

PROFESSIONAL ORGANIZATIONS AND CERTIFICATES
Data Analyst Bootcamp | Grow Data Skills   **Aug 2023**

The Complete SQL Bootcamp | Udemy   **Dec 2022**