

VAIBHAV ARORA

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PROFESSIONAL SUMMARY

Data Analyst with 3+ years of experience transforming complex data into actionable business insights for marketing and product teams. Proven track record of improving customer retention by 15%, increasing conversion rates by 17%, and driving 12% ROI growth through SQL/Python analysis, A/B testing, and Power BI dashboards. Skilled at translating stakeholder requirements into data-driven recommendations that support strategic decision-making. Authorized to work in Canada.

TECHNICAL SKILLS

Data Analysis: SQL, Python, R, Excel (Advanced), Statistical Analysis, A/B Testing, Data Mining, Data Validation

Visualization & Reporting: Power BI, Tableau, Dashboard Design, KPI Reporting, Stakeholder Presentations

Business Tools: Data Modeling, ETL, Google Analytics, Marketing Analytics, Campaign Performance Analysis

Cloud & Platforms: AWS, Azure, GCP, Git, Jupyter Notebooks, PySpark, Databricks

WORK EXPERIENCE

Data Analyst

CoolbootsMedia Pvt Ltd

March 2022 to December 2022

- Analyzed marketing and user behavior data using SQL and Python to identify engagement patterns and optimize customer journey, resulting in 15% improvement in user retention over 6 months
- Built and maintained 8+ Power BI dashboards integrating data from multiple marketing channels, enabling real-time campaign monitoring that increased conversion rates by 17%
- Designed and executed A/B tests with statistical rigor to evaluate promotional campaigns, using hypothesis testing and control groups to drive 12% ROI growth across digital marketing initiatives
- Collaborated with cross-functional teams to translate business requirements into analytical frameworks, delivering actionable insights that influenced marketing budget allocation decisions
- Automated recurring SQL reporting workflows, reducing manual analysis time by 20+ hours per week and improving data accuracy for stakeholder reporting

Associate Data Analyst

GlobalLogic

May 2019 to January 2022

- Processed and validated large-scale datasets (10M+ records) using SQL and Python, ensuring data integrity and accuracy for client reporting and analytics on Google product adoption initiatives
- Developed automated ETL pipelines to streamline data collection and transformation processes, reducing processing time by 40% and enabling faster decision-making for product teams
- Created statistical models and visualizations in Excel and Python to assess product performance metrics, supporting feature prioritization decisions for Google clients
- Partnered with business stakeholders to define KPIs and success metrics, translating technical findings into clear executive summaries that informed product roadmap decisions
- Implemented data quality checks and validation procedures that improved dataset reliability by 25%,

reducing downstream errors in analytics and reporting

Analyst (Client: Google)

GlobalLogic

May 2019 to December 2020

- Conducted product usage analysis and voice-of-customer research to assess feature adoption and user satisfaction, delivering insights that shaped product strategy for Google platform enhancements
- Monitored KPIs and developed Excel-based dashboards to track product engagement metrics, providing weekly reports to research teams on user behavior trends and adoption barriers
- Analyzed customer feedback data to identify pain points and opportunities, translating qualitative insights into quantitative recommendations that improved user experience scores by 18%

KEY PROJECTS

Customer Churn Prediction Model

Academic Project

October 2023 to November 2023

- Built predictive models using Logistic Regression, Random Forest, and XGBoost to identify at-risk customers, achieving 84% AUC and enabling proactive retention strategies
- Analyzed customer behavior patterns across 50+ features to identify top churn drivers, delivering actionable recommendations that could reduce customer attrition by an estimated 20%
- Presented findings through Power BI dashboards and stakeholder presentations, demonstrating business impact and model performance metrics

Supply Chain Demand Forecasting

Capstone Project

April 2024 to April 2025

- Developed time-series forecasting models using ARIMA and Holt-Winters methods to predict product demand, improving forecast accuracy by 28% compared to baseline methods
- Performed customer segmentation using RFM analysis to optimize inventory allocation and marketing spend across customer tiers
- Created interactive Tableau dashboards to visualize forecast performance and anomaly detection results for business stakeholders

Pricing and Demand Regression Analysis

Academic Project

January 2024 to February 2024

- Built regression models in Python to analyze price elasticity and seasonal demand patterns, providing data-driven recommendations for promotional pricing strategies
- Addressed multicollinearity and heteroscedasticity issues to improve model reliability and forecast accuracy for discount scenario planning

EDUCATION

Post-Graduate Diploma in Data Analytics for Business

St Clair College, Windsor, ON

Expected April 2025

Bachelor of Arts in Mathematics and Economics

P.G.D.A.V College, New Delhi, India

April 2015