

# AAKANSHA GOYAL

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## SUMMARY

Visionary Data Analyst with **9+ years** of experience leveraging analytics and visualization to translate complex data into strategic insights and business impact.



## EXPERIENCE

### Data Scientist II | TD Bank - Toronto, Canada

MARCH 2023 – PRESENT

- Used complex **SQL** queries to analyze customer journeys to improve application submission by **35%**.
- Led collaboration with the product team to identify application process inefficiencies and implement **A/B testing** to improve conversion.
- Led an initiative leveraging **Azure Databricks** to analyze the impact of the Canada Post strike on digital enrolment and activation trends.
- Proficient in **SQL & quantitative analysis** to analyze complex datasets and translate findings into strategic recommendations.
- Developed **automated Spark pipelines** in Databricks to process user data and support product experimentation.
- Strong technical expertise in **PySpark, Python, and Databricks** for scalable data processing and analytics.
- Skilled in crafting **data-driven stories** and execution plans to support organizational goals and business outcomes.
- Design rich data visualizations in **Tableau** to communicate complex ideas to **cross functional partners**.
- Excellent **communication skills** with the ability to tailor insights to technical and non-technical audiences.

### Senior Data Specialist | Rackspace Technology - Gurgaon, Haryana, IN

APRIL 2021 – DECEMBER 2021

- Built data reporting infrastructure from scratch using **QlikSense** and **BigQuery** to provide real time data insights.
- Utilized **Tableau** for data visualizations and analysis.
- Extensive experience with writing complex **SQL Queries** & building various **data quality checks**.
- Migrated existing **Power BI** dashboards to **QlikSense** using BigQuery.
- Prepared reports on the SLAs and ticket response times that were used to initiate change from the support teams and leaders.
- Experienced in developing solutions throughout the **SDLC** and structured methodology.
- Produced conceptual and logical data models to visualize different sets of data.

## Senior Data Analyst | American Express - Gurgaon, Haryana, IN

JULY 2019 – APRIL 2021

- Created financial write-off and reconciliation pipelines, ensuring accuracy and compliance in monthly reporting.
- Organized, extrapolated and disseminated data across departments to be used for drawing conclusions about the success of current methods.
- Developed automated SQL-based validation checks to flag anomalies and improve data quality, reducing reporting errors by 20%.
- Built **Tableau** dashboards and Hive-based reports, streamlining decision-making for finance and risk stakeholders.
- Collaborated with cross-functional business teams to deliver automated, production-ready reporting solutions.
- Built dashboards in Tableau with advanced parameters and filters to give leadership a holistic view of financial health and portfolio risk.

## Data Analyst | Aon - Gurgaon, Haryana, IN

NOVEMBER 2017 – JULY 2019

- Delivered interactive dashboards in **Tableau** and **Excel**, saving manual effort and providing faster insights to leadership.
- Performed **SQL**-based data validation to ensure correctness of operational and financial reports.
- Partnered with business users to define requirements and deploy reporting pipelines.



## EDUCATION

### PG Certificate Program in Project Management | Loyalist College, Toronto

JANUARY 2022- AUGUST 2022

### Bachelors in Technology (Computers Science) | UPTU, India

AUGUST 2010 – JUNE 2014



## TOOLS

- |                                 |                  |
|---------------------------------|------------------|
| • Tableau                       | • SQL Server     |
| • PySpark                       | • HIVE           |
| • Python - Pandas/Numpy/Seaborn | • Advanced Excel |
| • JIRA/ Confluence              | • Databricks     |
| • Adobe Analytics               | • BigQuery       |