AMEYA SOHONI

(647) 326-8925 | ameyasohoni@outlook.com
https://www.linkedin.com/in/ameyasohoni

PROFILE

Marketing professional with experience in data analytics and customer insight generation. I bring over 4 years of experience working with customer data and building meaningful and actionable insights.

WORK EXPERIENCE

Data Analyst   **Mar 2020 - Present**
RoadRaceResults.com, Toronto, Canada

- Categorizing race data by popularity, geographical spread and seriousness through statistical analysis of over 45000 races spanning over 40 years
- Creating user profiles to improve targeting, create communication snippets/ creatives and increase website traffic
- Writing and maintaining SQL queries for regular reporting on new user data
- Data cleaning, data normalization and data mining to continually improve the database of over 9 million race results
- Providing adhoc reports and data analyses as required
- Brainstorming ideas for sponsorship, feature improvements and user dashboard generation
- For details on projects completed, please see attached portfolio document, or click here [pdf].

Customer Service Executive   **Sep 2019 – Jan 2020**
Millennium1 Solutions, Toronto, Canada

- Handling customer queries for ATCO Energy, Alberta (client) regarding billing, payments, contracts and other concerns over phone and email
- Making call-outs to customers for pending bills, credit card declines, upcoming disconnections etc., and discuss appropriate remedial action

Marketing Analyst   **Oct 2015 – Apr 2019**
John Deere, Pune, India

- Analysing customer data and creating customer insight reports regarding product performance, market trends, product mix and growth opportunities
- Providing recommendations and making presentations to senior management about market potential and sales forecasts
- Designed and deployed Lead Management System handling over 200k leads/yr. Responsible for multiple system improvements which increased usage from 56% to 95%+ over two years. This project was the recipient of the 2018 Deere Global Ag & Turf President's Award.
- Conceptualized, designed and implemented the Customer Loyalty Program [Link] for John Deere equipment. Within the first year we achieved 3000+ enrolled customers, INR 170,000 worth redemptions and over 185 attributable sales

- Tracking loyalty program for metrics reporting, managing financials, approving marketing creatives and system issues
- Ran multiple successful text and call-out promotion campaigns for the loyalty program, to achieve 13% YoY sales increase during traditionally lean seasons
- Drove training & implementation efforts for the Customer Relationship Management app [Anubhuti] leading to a successful nationwide launch in Dec 2018

Project Coordinator   **Apr 2011 – Sep 2015**
John Deere, Pune, India

- Project planning, tracking schedule, cost & scope of product development and ensuring predefined quality parameters for projects.
- Tracking project metrics and KPIs such as risk register, IRR, supply chain plans, manufacturing readiness and channel readiness
- Work collaboratively with cross functional teams, problem solving, managing intra-team communications, reviews and presentations to senior leadership.
- Delivered multiple complex projects for tractor and harvester product lines to North America and EU regions

SOFTWARE SKILLS

- Analytics Tools: Advanced Microsoft Excel (Analysis ToolPak, VBA, Macros, Pivot Tables), Python for Data Science (pandas, matplotlib, seaborn, NumPy, folium etc.), SQL
- Office Suite: Microsoft PowerPoint, Microsoft Word
- Microsoft SharePoint (SharePoint Apps, automated emails, calendar, HTML/JS insertion)
- Adobe Photoshop, CorelDraw (Creating emailers, posters; manipulating images)

EDUCATION

IBM Data Science Professional Certificate   2020
IBM (Coursera)

Post Graduate Diploma in Management   2011
Institute of Management Technology, Ghaziabad, India

Bachelor of Engineering – Mechanical Engineering   2005
University of Mumbai, Mumbai, India

WES Educational Credential Assessment & Canadian Equivalency [Link]