

# AMEYA SOHONI

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## PROFILE

Marketing professional with experience in data analytics and customer insight generation. I have a passion for working with customer data and building meaningful and actionable insights.

## WORK EXPERIENCE

### Data Analyst (Internship Volunteering)

Mar 2020 - Present

RoadRaceResults.com, Toronto, Canada

- Categorizing race data by popularity, geographical spread and seriousness through analysis of over 45000 races spanning over 40 years
- Creating user profiles to improve targeting, create communication snippets/ creatives and increase website traffic – primarily using SQL, Python and Excel
- Writing and maintaining SQL queries for regular reporting on new user data
- Data cleaning and data mining to continually improve the database of over 9 million race results
- Providing adhoc reports and data analyses as required
- 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 insight reports regarding sales performance, market trends, lost sales, competitive analysis and product pricing – using Excel and Tableau
- 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

**TECHNICAL SKILLS**

- Analytics Tools: Advanced Microsoft Excel (Analysis ToolPak, VBA, Macros, Pivot Tables), Python for Data Science (data mining, visualization, machine learning), SQL
- Tableau for data visualizations
- Office Suite: Microsoft PowerPoint, Microsoft Word
- Microsoft SharePoint (SharePoint Apps, automated emails, calendar, HTML/JS insertion)
- Certified Scrum Master (CSM) and Agile practitioner

**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 [\[Link\]](#)