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☀️

📊 **Data Analysis**	⚡ **Snowflake**
🤖 **Gen AI**	🔧 **Data Engineering**

👋 **Hello, I'm**

Marketing Data Analyst | Aspiring Data Engineer | Gen AI

Transforming data into actionable insights • Building scalable pipelines • Learning Data Engineering & Gen AI

Data Engineer   Data Analyst   Business Analyst   Freelance

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30

Dashboards

94

Spend Tracked

622

Impressions

12

Certifications

Who I Am

About Me

I'm a **Marketing Data Analyst** at **Pluralsight India** with deep expertise in Snowflake, Python, SQL, and Tableau. I specialize in building scalable data pipelines and transforming complex data into actionable insights.

Currently managing **30+ dashboards** tracking **$9.4M in ad spend**, **622M impressions**, and a **$70M ARR business**. I've automated workflows with Python + Snowflake, turning manual processes into efficient data pipelines.

While I'm actively learning **Data Engineering** technologies (Databricks, DBT, Azure Cloud, PySpark) and **Generative AI**, I'm equally proficient and open **Data Analyst and Business Analyst roles**.

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💼 **Experience**

4+ Years in Data Analytics

📍 **Location**

Bangalore, India

💻 **Programming**

Python   SQL   PySpark

⚙️ **Data Engineering**

Snowflake   DBT   Databricks

📊 **Analytics**

Tableau   PowerBI   Excel

🤖 **AI & ML**

Gen AI   Scikit-learn   Pandas

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Key Achievements

Professional Summary

Highlights from my work at Pluralsight India

📊

Daily Spend Tracker Dashboard

Comprehensive tracking of $9.4M spend, 622M impressions, and 7.7M clicks across marketing campaigns.

$9.4M Spend   **622M Impressions**

🎯

Targeted Audience Lists

Created 2.2M targeted audience lists achieving 3x-4x performance improvement in campaign effectiveness.

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B2C Dashboard - ARR Tab

Managed dashboard tracking $70M ARR business with comprehensive revenue analytics and forecasting.

$70M ARR   **Revenue Analytics**

📈

Pipeline Diagnostics

Built diagnostic dashboard tracking $12.05M pipeline with real-time performance monitoring.

$12M Pipeline   **Real-time Monitoring**

🔍

Retention & LTV Analysis

Developed customer retention and lifetime value models to optimize marketing strategies and reduce churn.

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🔧

Data Pipeline Automation

Automated workflows with Python + Snowflake, transforming manual processes into efficient data pipelines.

Python + Snowflake   Automation

Technical Expertise

Skills & Technologies

Current expertise and actively learning modern data engineering stack

💻 **Programming Languages**

Python   **95%**

⚙️ **Data Engineering**

DBT   **50%**

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PySpark	**75%**
Snowflake	**95%**
Tableau	**90%**

Databricks	**55%**
Generative AI	**60%**

📊 BI & Visualization

Tableau	**90%**
Excel & Sheets	**92%**

🗄️ Databases

MongoDB	**85%**
MySQL/MSSQL	**90%**
Cassandra	**80%**

Work History

Professional Experience

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Portfolio

Featured Projects

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Get In Touch

Let's Connect

Open to Data Engineer, Data Analyst, Business Analyst roles, and freelance opportunities

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📄 Download My Resume

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