Ashiwani Bharti
Senior Data Analyst

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📍 Pune, India

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SKILLS

- Tableau
- Alteryx
- SQL
- Data Visualization
- ETL
- Excel
- Data Analysis
- Social
- TTD
- Campaign Handling
- Problem- Solving
- DV360
- Analytical skill
- Amazon
- DCM
- Self-Started
- Critical Thinking
- Teamwork and Collaboration

EDUCATION

Master of Technology,
IIT (ISM Dhanbad)
07/2014 – 05/2016

Bachelor of Technology,
Banasthali University
07/2009 – 05/2013

CERTIFICATION

- **Tableau Essential Training (2020.1)**
- **Alteryx Designer Core Certification**

ACHIEVEMENTS

- Received **the "On the Spot Award"** multiple times for exceptional performance.
- Recognized with the **"Annalectual of the Quarter Award"** for consistent and outstanding contributions.

SUMMARY

Accomplished Senior Data Analyst with over 7 years of experience in data analytics and reporting. Specializes in data exploration, processing, and visualization. Proficient in Alteryx for ETL processes and experienced with SQL Server. Skilled in data visualization tools, particularly Tableau. Expertise in social media, programmatic advertising, and search platforms.

WORK EXPERIENCE

Senior Analyst- Reporting & Insights, Marketing Science
Annalect India (Omnicom Media Group) *Pune*
05/2021 – Present

- Handle prime project of Nissan with precise focus on social campaigns data, build interactive dashboards to analyze Paid Social, ad-hoc campaigns data and publishing the dashboard to Tableau Online.
- Develop Campaign dashboards in line with Nissan's Go-To-Market (GTM) strategies across various digital marketing channels (Social, Programmatic, Search, Direct Buys).
- Designed and optimized multiple Alteryx workflows to automate data processing, resulting in an impressive 80% reduction in processing time.
- Manage critical deadlines and ensured project delivery aligned with set standards and timelines.
- Migrated data to Amazon Redshift and S3 using Alteryx and SQL Workbench within Nissan's database.
- Assisted in Tableau migration, setting up groups, and managing user access and permissions.

Data Analyst
Creed Global Technologies *Bangalore*
04/ 2019 – 04/2021

- Managed data analysis and reporting projects, ensuring timely and accurate delivery.
- Developed interactive dashboards to monitor and improve seller performance.
- Conducted daily analysis of sales data to identify trends and patterns.
- Evaluated customer lifetime purchase history, visit frequency, and recency, leading to a 30% improvement in sales strategies and customer targeting.
- Oversaw seller product management, including purchase orders, order status, payments, and shipments.

Assistant Manager- Operations
Lets Transport *Bangalore*
08/2018 – 01/2019

- Analyzed team performance reports daily, planning schedules, replacements, and ad hoc vehicles while defining KPIs for operational performance.
- Developed and executed data analysis strategies to drive business growth and success.
- Coordinated with various teams to address operational escalations and manage ticket handling.
- Visualized and analyzed the root causes of vehicle inefficiencies, resulting in a 60% reduction in breakdowns and late reporting.

Process Engineer
VMix Mineral Technologies *Bangalore*
07/2017 – 04/2018

- Analyzed sales history to identify opportunities for pitching new products to clients.
- Engaged with clients to understand their business requirements and needs.
- Prepared techno-commercial offers for all equipment and tracked projects from purchase order to delivery.

Project Engineer
Aqua Tech RO System *Pune*
12/2016 – 05/2017

- Gathered and understood client requirements to prepare techno-commercial offers.
- Monitored project progress to ensure timely delivery within established timelines.