

Priya Tiwari



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## Summary

I am enthusiastic about acquiring new knowledge and taking on fresh challenges in the realms of data analysis, data science, and machine learning. Currently, I am pursuing a master's degree in machine learning at Liverpool John Moores University and enrolled in an executive program in machine learning and artificial intelligence at the International Institute of Information Technology Bangalore. Complementing my academic pursuits, I have attained certifications in SQL, Python, and Google Analytics, ensuring my skills are up-to-date with the latest industry trends and tools. I am actively seeking opportunities to apply my expertise and address intricate and impactful real-world problems.

## Experience



### Senior Analyst

eClerx

Oct 2022 - Present (1 year 3 months)

**In my current role, I excel in several key areas:**

### Customized Reporting and Dashboard Development

Proficient in crafting tailored reports and visually compelling dashboards using Adobe Analytics and Tableau, ensuring seamless communication of vital metrics to stakeholders.

### Data Analysis and Insights Generation

Leveraging expertise in analyzing data from Adobe Analytics and GA4, I extract valuable insights that drive actionable recommendations, optimizing website and marketing strategies.

### Real-time Monitoring and Decision-Making

Utilize Adobe Analytics and GA4 for real-time monitoring, facilitating swift responses to evolving trends and opportunities. This fosters agile and data-driven decision-making in dynamic environments.

### Python for Automation and Efficiency

Employ Python for data analysis and scripting, automating repetitive tasks to enhance workflow efficiency. This ensures a streamlined and more productive work environment."

### SQL Proficiency for Database Management

Demonstrate proficiency in SQL for effective database management and manipulation. I create and

optimize complex queries to ensure efficient data retrieval and modification."

### **API Data Extraction with Python**

Developed Python scripts to efficiently extract data from Adobe Analytics and GA4 APIs, streamlining the data retrieval process for rapid analysis and reporting."

### **Tag QA and Tracking Implementation:**

Utilize tools like Observepoint and write custom actions in HTML, CSS, and JavaScript for performing specific clicks or navigating to the next page on websites. Employ extensions like Omnibug for thorough Tag QA of the website.

## **Education**



### **Liverpool John Moores University**

Masters , Machine learning

Jun 2023 - Jun 2025



### **International Institute of Information Technology Bangalore**

Executive Program in Machine Learning and Artificial Intelligence, InformationTechnology

Jun 2023 - Jun 2024

Currently pursuing Executive PG Program offered by IIIT Bangalore



### **University of Mumbai**

Bachelor of Applied Science - BAsC, Computer Science

2018 - 2021



### **RAMNIRANJAN JHUNJHUNWALA COLLEGE**

Hsc, Science

Aug 2016 - May 2018



**Karthika high school and junior college**  
School



**Board Infinity**  
2021 – 2022

## Licenses & Certifications



**The Complete SQL Bootcamp : Go from Zero to Hero - Udemy**



**Data Analysis with Python and Pandas - Udemy**



**The Complete Google Analytics 4 Training for Beginners 2023 - Udemy**



**Fundamentals of Visualization with Tableau - Coursera**  
Issued Oct 2023 - Expires Dec 2023  
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## Honors & Awards



**Rising Star award - eClerx**

May 2023

Received the Rising Star award for streamlining all Excel-related reports by automating the entire process, from data extraction to manipulation. This initiative significantly reduced daily reporting time from 4 to 5 hours.