

Damini Vichare

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*Strategic Data Analyst with experience at Samsara and Accenture, specializing in transforming complex datasets into actionable insights. Recognized with an **Innovator Award** for implementing automation to optimize engineering resources.*

SKILLS

Data Analytics: Data Wrangling, Descriptive & Predictive Analytics, Data Visualization, Data Pipeline Development

Tools/Technologies: Python, SQL, Tableau, GCP(BigQuery), AWS(Redshift), Databricks, Snowflake

Statistical Techniques: A/B Testing, Hypothesis Testing, Regression Analysis, Time Series Forecasting.

WORK EXPERIENCE

Senior Data Analyst, Accenture, Mumbai, India

Oct 2018 - Jan 2023

- Led analysis of datasets from multiple sources to support data-driven decision-making in marketing, sales and customer engagement, delivering insights that contributed to a 25% increase in campaign effectiveness and a 15% improvement in customer retention across Sainsbury's brands.
- Performed A/B testing** to enhance in-store customer engagement strategies, improving profit margins by 8%.
- Optimized ELT processes and optimized data models to streamline data ingestion and data processing using **SQL and Python**, reducing data loading and report generation time by 20% and ensuring efficient data flow.
- Created interactive dashboards in **Tableau and Adobe Analytics** to present key metrics, trends, and insights.
- Conducted **customer segmentation analysis, clustering techniques** using **Kantar market share data** to refine audience targeting, resulting in effective marketing strategies that increased customer engagement by 15%.
- Collaborated closely with stakeholders to define data requirements and ensure alignment with business objectives, delivering actionable insights that led to a 10% improvement in **campaign ROI**.

Data Analyst, Mirum Digital, Mumbai, India

Dec 2019 - Jul 2020

- Automated and analyzed monthly and quarterly revenue reports by tracking KPIs using **Excel and SQL**, providing insights to senior management to drive strategic decisions.
- Enhanced reporting processes by implementing automated financial dashboards in **Power BI**, reducing report preparation time by 20%.

Data Analyst Intern, Samsara, San Francisco, CA

May 2024 - Aug 2024

- Analyzed large datasets both real-time and historical using **Apache Spark, SQL, Databricks and Python** to predict **Failure Estimation and Survival Analysis**, resulting in a 15% improvement in operational efficiency.
- Provided data-driven recommendations using interactive visualizations in **matplotlib and seaborn**, enhancing the understanding of device performance metrics and aiding in strategic decision-making.

PROJECTS

End-to-End Data Engineering Project - Ecommerce | [GitHub](#)

- Designed and implemented a full data pipeline, from ERD diagram to ETL processes, using SQL to integrate and structure large eCommerce datasets. Conducted advanced data analysis on **customer behavior and product performance**, delivering actionable insights for business optimization.

Demand and Supply Data Analysis for Uber | [GitHub](#)

- Conducted in-depth analysis of Uber's city **supply and demand data** using Python and SQL, identifying peak demand periods, busiest shifts, and optimizing driver schedules for improved efficiency. Identified key insights on zero-to-eyeball ratios, trip completion trends, and demand-supply mismatches, which will contribute to data-driven strategies for better driver allocation and service optimization.

Customer Purchase Behavior Analysis for Walmart | [GitHub](#)

- Analyzed customer purchase behavior using Pandas and Numpy to explore spending patterns across different genders and other factors. **Investigated differences in spending habits between male and female customers** during Black Friday, identifying key trends and insights and visualized data using matplotlib.

EDUCATION

Master of Science in Data Analytics, San Jose State University

Bachelor of Engineering, Information Technology, University of Mumbai

CERTIFICATION

Google Data Analytics Certification | Google

Meta Data Analyst Certification | Meta