

Dhananjay Kumar

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EDUCATION

Seneca College
Business Analytics

Toronto, Canada
Graduation Date: August 2022

Panjab University
Bachelor of Computer Applications

Chandigarh, India
Graduation Date: June 2019

WORK EXPERIENCE

PrimeDataLytics

Ad Operations Specialist

Toronto, Canada
August 2022 – Current

- Timely Client Reporting and data interpretation for clients
- Data analysis using Excel, including advanced functions such as pivot tables and VLOOKUP
- Gathering data from multiple platforms, analyzing, cleaning, and reporting it
- Experience creating interactive dashboards and visualizations using Tableau and Looker Studio
- Identifying problems and dealing with them accordingly at an early stage
- Working on a multiple of DSPs (DV360, Verizon, TTD, Acuity, etc.) across many digital channels (including Display, Native, Video/CTV, & DOOH)
- Strong problem-solving skills, with the ability to analyze and interpret complex data sets
- Excellent communication skills, able to clearly present findings and insights to both technical and non-technical audiences
- Experience working with large datasets and SQL
- Experience in data cleaning and data preprocessing

Spectraforce

Client Services Coordinator

Mohali, India
October 2020 - December 2021

- Managed all requests from the client to the Organization
- Liaised with clients on all requisition requirements, understood and compiled requirements into solutions. Ensured that these requirements are met
- Assisted delivery team with all questions regarding requisitions and client general questions
- Coordinated all candidates second round interviews and offers
- Acted as point of contact for candidates onboarded for all client-related inquiries
- Followed up with candidates for any onboarding-related help and information
- Maintained high quality service levels of the requisition delivery by auditing calls
- Compiled information and produced useful reports in Excel
- Actively participated in meetings with cross functional teams and managers to discuss the progress and goals

Teleperformance

Customer Service Representative

Mohali, India
June 2019 – February 2020

- Interacted with customers to provide information in response to inquiries about products and services.
- Evaluated customer information to explore issues, develop potential solutions, and maintain high-quality service.
- Assessed and resolved technical complaints.
- Diagnosed and resolved hardware and software-related issues of customers.

PROJECT EXPERIENCE

SAS- Flight Delay Prediction Model

Toronto, Canada

- Built a flight prediction model using SAS to accurately predict flight delays.
- Worked on a dataset of commercial flights from D.C. to New York.
- Performed missing data operations and developed SAS reports to evaluate model performance.
- Used advanced programming to evaluate model performance and identify causes of flight delays.

Tableau- Historical Crime Data in Vancouver

Toronto, Canada

- Analyzed historical data of criminal activities that happened in Vancouver and built visualizations in Tableau.
- Generated dashboards with quick filters to establish a trend based on the type of criminal activities over the years.
- Created dashboard to analyze the area wise trend of criminal activities and also analyzed the overall crime every year.

SKILLS & INTERESTS

Skills: Microsoft Office (Excel, PowerPoint, Outlook, Access) | Python | Tableau | Power BI | Google Data Studio | SAS | Analytical Statistics | SQL | Client Servicing | Customer Relationship Management (CRM) | Requirements Analysis | Documentation | Operations: Planning and execution | Verbal and Written Communication | Reporting | Time Management

Interests: Strategy & Operations, Analytics, Movies & Music