

Sandra Cruz

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SUMMARY

3 years of experience as Data Analyst with excellent platform expertise across Excel, PowerPoint, SQL, and Tableau, media and advertising industry experience. Worked on Google Analytics, Big Query, Data structure, Data collection, Data Quality, Market Research, ETL Process, Data Management, Data Modelling, Cloud Computing, Pivot table, Business Analytics, etc.

WORKING EXPERIENCE

Data Analyst

KPM Digital Solutions

April 2020 – Present

- Collection of data from different sources
- Collect data sets, ensure their quality, and ingest them while doing regular data integrity checks and reporting any anomalies.
- Gathering information on parameters related project specimen.
- Accurately evaluate the performance and effectiveness of dataset.
- Using Tableau, google analytics for data visualization.
- To assure campaign quality and trafficking, collaborate with the team members from Advertising Operations, Buying, and Paid Search.
- As you design and manage automated systems, use Python and SQL databases to store and synchronise massive datasets through ETL procedure.
- Daily updating and processing of spend, productivity, and supplier databases, including troubleshooting and
- Have prior experience working with relational databases, data manipulation

PROJECTS (Research Papers)

A study on Consumer Behaviour

KPM Digital Solutions – April 2020 - ongoing

A study on Customer Satisfaction

Rishabh Investment Pvt. Ltd – May 2018 – March 2020

EDUCATION

Masters in Commerce

University of Mumbai • Mumbai, India • 2017 • 64%

Masters in Management Studies (Marketing)

University of Mumbai • Mumbai, India • 2015 • 6.42 CGPA

Bachelor in Management Studies (Marketing)

University of Mumbai • Mumbai, India • 2013 • 72%

CERTIFICATIONS

Putting ITIL® into Practice: Problem Management Techniques

LinkedIn • 2021

Problem Management Skills

Leaning Retail Sales

LinkedIn • 2021

Retail Sales

Cert Prep: PowerPoint Associate - Microsoft Office Specialist for Office 2019

LinkedIn • 2019

Skilled covered was Microsoft Power Point

SKILLS

Strong communication (English), Excel, PowerPoint, SQL, and Tableau, media and advertising industry experience. Worked on Google Analytics, Big Query, Data structure, Data collection, Data Quality, Market Research, Big Data, ETL Process, Data Management, Data Modelling, Pivot table, Business Analytics, Analytical skills, Data Visualization, etc.

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