JONATHAN VINAY GABRIEL

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SUMMARY

Professional **Data Analyst** with 3 years of expertise applying analytical skills on large complex data to generate data analytics reporting and BI solutions. Adept at cross-functional team collaboration and supporting a risk management function along with an ability to drive digital transformation initiatives and decision making for Finance, Consulting, Healthcare and Saas sectors

EDUCATION

Northeastern University – D'Amore McKim School of Business   **Boston, MA**
Master of Science in Business Analytics   September 2022 - December 2023
Coursework: Data Science & Machine Learning, Marketing Analytics, Healthcare Analytics, Database Mgmt.

St. Joseph's Degree & PG College   **Hyderabad, India**
Bachelor of Business Administration in Business Analytics   June 2017 - September 2020
Coursework: IBM Data Analytics, Accounting, Financial Models, Investment & Portfolio Mgmt., Business Statistics.

EXPERIENCE

Ryan LLC, Hyderabad, India | *Business Analyst*   June 2021 – August 2022
- Deployed over 10 critical **Alteryx ETL pipelines** to ingest high-volume data from 14 systems into **Snowflake** data warehouse, increasing automation of daily dataloads by 65% with adjustable workflows in partnership with key stakeholders
- Orchestrated high-impact **Tableau BI** analytics platform to track over 50 standardized risk metrics, establishing self-service dashboards, reducing automated financial reporting exposure and **reconciliation times by 20%** via Agile delivery supporting
- Developed over **50 stored procedures** and tuned complex SQL queries to **ingest data from 25 sources** into Microsoft SQL Server Database, standardizing ETL processes and data interpretation, reducing **response times from >1 min to <5 secs**

Ryan LLC, Hyderabad, India | *Process Associate*   June 2020 – June 2021
- Launched financial reporting solution using **VBA macros** to ingest 100 statement PDFs and extract, clean and preprocess data into formatted **Excel** reports with array functions and pivots, reducing monthly manual effort from 120 hours to 24 hours
- Minimized marketing costs by leveraging **Python data mining** to optimize multi-channel campaign mix based on 5 years of performance data analysis, developing **Prophet models predicting a 15% CPA reduction** from channel spend optimization
- Led development of functional and technical specifications for 15 components of **customer-facing analytics** platform using **Swagger**, establishing **test coverage matrix** linking requirements to test cases, reducing critical production defects by 30%

SKILLS

Competencies: Python (SciPy, StatsModel, Pandas, NumPy, Seaborn, Matplotlib), SQL, R Programming, R Studio, Advanced Excel, ML Models (Time Series, Regression, Classification, Decision Tree, PCA, XGBoost, Clustering), Statistical Analysis (Exp Design, Hypothesis test, Time Series), AWS, Azure, GCP, Market/Customer Segmentation, Data Pipelines
Business Intelligence: Looker, Tableau, Metabase, Power BI (MS BI stack), IBM Cognos, QlikView, Google Data Studio
Databases: Microsoft SQL Server, MySQL, Oracle, PostgreSQL, BigQuery, MongoDB
Tools: JIRA, Confluence, Lucid, SPSS, Alteryx, MS Access, Apache Spark, Visio, Google Analytics, MS Office Suite
Expertise: ERDs, Agile Methodologies, Customer Service, Internet and Market Research, Data Visualization

PROJECTS

Stock Market Forecasting | *Python, Valuation-at-Risk, Financial Modeling* | [GitHub](#)
- A comprehensive comparison of ML models and **LSTM neural networks** for **stock market prediction** was performed, resulting in LSTM outperforming key financial evaluation metrics such as **RMSE**, **MAD**, and **MSE** by 35%

Smart Retailer | *Python, Jupyter Notebook, Marketing Analytics, Tableau, Information Product* | [GitHub](#)
- Built a personalized **customer segmentation** & **recommendation system** utilizing **RFM** analysis, **market basket analysis**, and **item-based collaborative filtering** in Python, resulting a 10% lift in sales and customer satisfaction prediction

Fitbit Fitness Tracker Data Analysis | *R Programming, Data Visualization, EDA, Statistical Models* | [GitHub](#)
- Performed **exploratory analysis** using **visualizations and statistical models** to uncover activity, exercise, sleep and health patterns from the multi-dataset tracker data, learning most users take >30 mins to fall asleep and 10% being overweight