

JUGAL SHETH

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[LinkedIn](#) [Github](#) [Tableau](#)

- Languages & Data Processing: SQL (strong proficiency), Python (experience), R (experience), Bash
 - Databases & Modeling: Snowflake, PostgreSQL, Oracle, SQL Server; Dimensional Modeling, OLTP/OLAP schemas
 - Pipeline Engineering: ETL/ELT design, Airflow, dbt, Fivetran, Python frameworks, DAG management
 - Analytics & Visualization: Tableau, Looker, Jupyter, deep-dive analysis, reporting frameworks
 - Cloud/DevOps: AWS, GCP, GitHub Actions, CI/CD for analytics code and deployments
 - Testing & Reliability: Data quality checks, schema validation, Pytest, code reviews, A/B test methodologies & documentation
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- Primary contributor to analytics data layer for emerging CRM SaaS; designed and maintained scalable datasets and reporting to surface critical business signals.
- Architected analytics data layer for CRM SaaS; designed, modeled, and maintained 50+ datasets surfacing key signals from 5+ data sources.
- Built and optimized ETL/ELT pipelines (Airflow/dbt); reduced cycle time by 40% via query optimization and schema redesign.
- Established and governed the data governance framework for critical financial KPIs, standardizing definitions across the organization, which fed into 15 executive Power BI dashboards used by the Finance team to reduce quarterly forecasting variance by 12%.
- Enabled product, data science, and business teams to perform agile, repeatable analysis—resulting in 3 new product features and improved customer acquisition performance by 25%.
- Led reporting framework deployment; improved marketing campaign measurement accuracy by 30%.
- Mentored 2 junior analysts on data engineering best practices and CI/CD, elevating team code quality and reliability.
- Partnered with Growth, Marketing, and Product teams to design and evaluate A/B tests and other experiments, providing actionable insights that supported over \$2M in budget decisions.
- Developed and maintained Marketing Performance dashboards in Tableau for 10+ key marketing campaigns, providing granular metrics (ROAS, CPA) that optimized media spend efficiency by 18%.
- Designed standardized metric layer and reporting workflows for business strategy org—improved discoverability and consistency across 70+ projects.
- Partnered with Data Scientists on schema, feature engineering, and A/B testing; delivered insights guiding \$2M+ in budget allocation.
- Championed code review and testing culture, enhancing documentation and performance optimization for analytics pipelines.
- Streamlined fraud detection analytics: implemented deep-dive SQL solutions and query tuning, resulting in a 15% reduction in false positives across resulting transactions.